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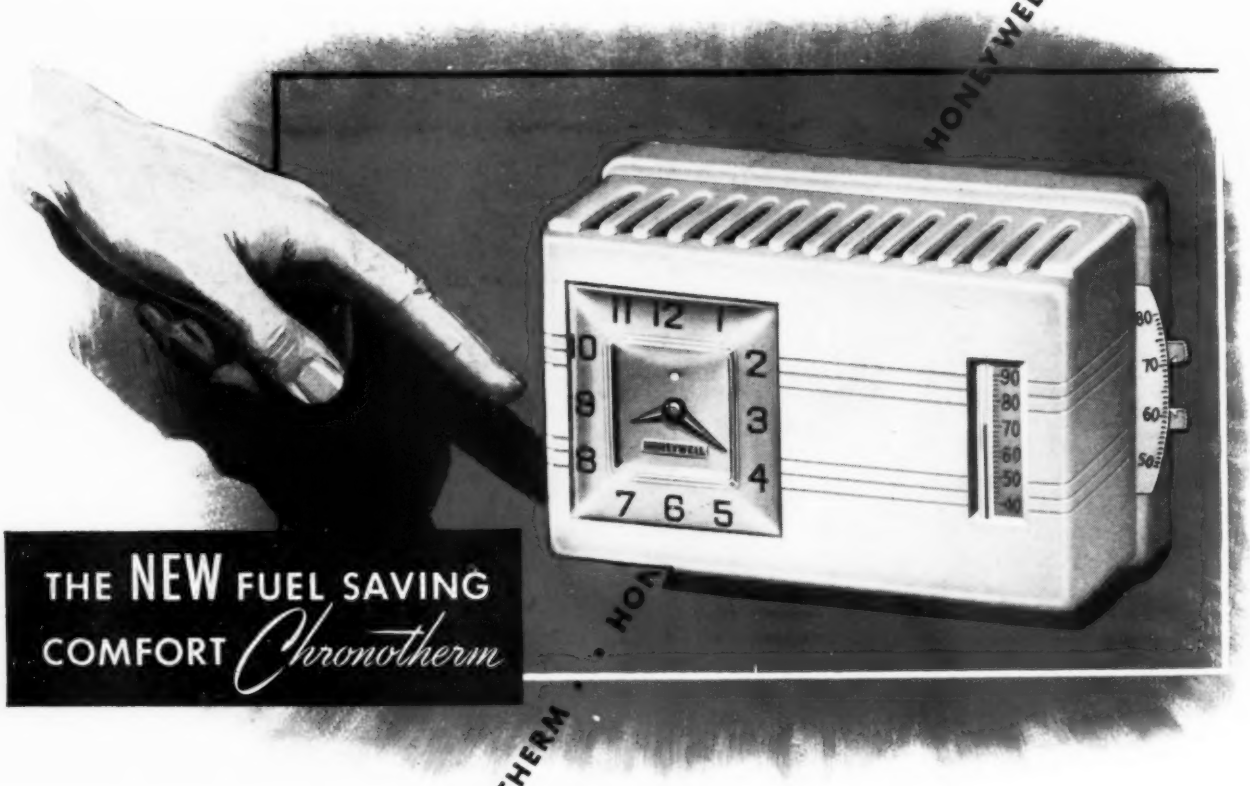
AMERICAN BUILDER

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How Builders Sell Today's PLUS-VALUE HOMES

The Thermostat That Has Everything



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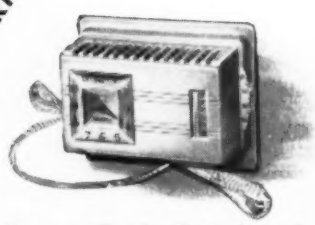
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How to get double-barreled sales appeal ... picture windows with ventilation

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You can build that double-barreled sales appeal into your homes . . . economically . . . with beautiful standardized Fenestra* Residence Steel Casements. You save three ways: on first cost, installation cost, maintenance costs.

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There's a right steel window in Fenestra's Residence line for every spot—even for special uses such as over the sink or buffet. So put the sales appeal of good daylighting and ventilation into each room . . . with picture windows . . . flanking casements . . . corner windows . . . bays. Everywhere that comfort counts.

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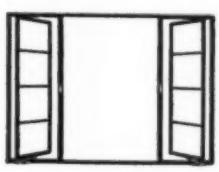
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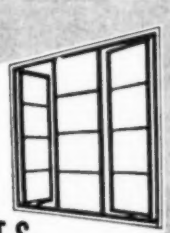




For maximum view—Type 4424. Picture window, plus ventilation.

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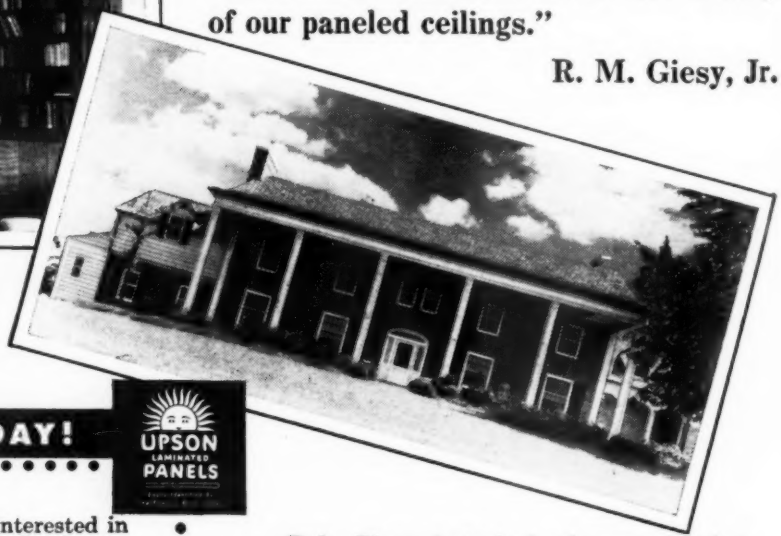
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R. M. Giesy, Jr.





Above: An Upson Ceiling complements and enhances the beauty of the library—one of the rooms in Mr. Giesy's home.

At right: Distinctive Residence of R. M. Giesy, Jr., Lancaster, Ohio.

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Volume 71 **OCTOBER, 1949** Number 10

AMERICAN BUILDER
Founded—1879

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In This Issue

Publisher's Page 7
Only One Issue—Socialism

Monthly Review of NAHB 67

Editorial 75
Issues Behind Public Housing

FEATURES

Newspapers and Radios Acclaim $70,000,000 Home Show 76
"Greatest Industry Show Ever Staged" Aptly Describes 2nd Annual National Home Week

Selling Science Applied to House Sales 78
Newspaper, Radio, Direct Mail and Billboard Advertising Utilized by Firm to Hold Sales

Functional Design at Work 82
Homes Designed on Principle "Design Follows Function" Offered in Denver Development

Apartments—Tailored to Fit 88
Host of Accommodations for Various Size Families Offered in West Coast 608 Project

Finding Ready Acceptance 90
Matern & York Design Blueprint House of the Month

Aggressive Selling Popularizes Industry Engineered House 95
Materials Dealer Achieves Outstanding Success Promoting Modular Designed Homes

Another House Full of Ideas 98
Second in Series of Idea Houses that Feature Built-ins

Contemporary Design for $6,500 102
Buyers Enthusiastic Over Values Offered in Low-Cost Housing in Fort Worth

Pleasing the Purchaser 104
Atlanta Builder Permits Clients to Select Own House Design and Home Site in Development

Selected Homes 107
Unusual at $8,500
An Experiment in Functionalism
Model House That Had to Be Practical
Easy to Live In

Builder-Salesman—A Master Showman 113
The Story of How Fritz Burns Is Successfully Promoting Panorama City, Calif.

Builders' Courage Overcomes Obstacles 116
How Building Firm Got Township Officials to Approve Plans for Sanitary System

Wholesaler-Dealer 118
A One-Stop Home Building Service Offered Builders and Dealers

Color Has Selling Power 120
Careful Use of Color Enhances Appeal of Low-Cost Homes

Research Objectives are Comforts and Economies 122
Texas University Seeks New Construction Methods in Ceramic Housing Research Project

Engineered House Construction, Part IX 130
Modern Methods of Wood Preservation Are Aids to Selling

How Builders Sell Homes 133
An Exclusive Report of Sales Programs Being Employed Today

Welcome Stranger 134
R. E. Saberson Asks Has American Business Lost Ability to Sell

Merchandising Program Increases Firm's Dollar Volume 138
Inventory Expanded to Include Diversified Building Materials Produces Spectacular Results

New Products 139

DEPARTMENTS

Trends 47

On and Off the Record 51

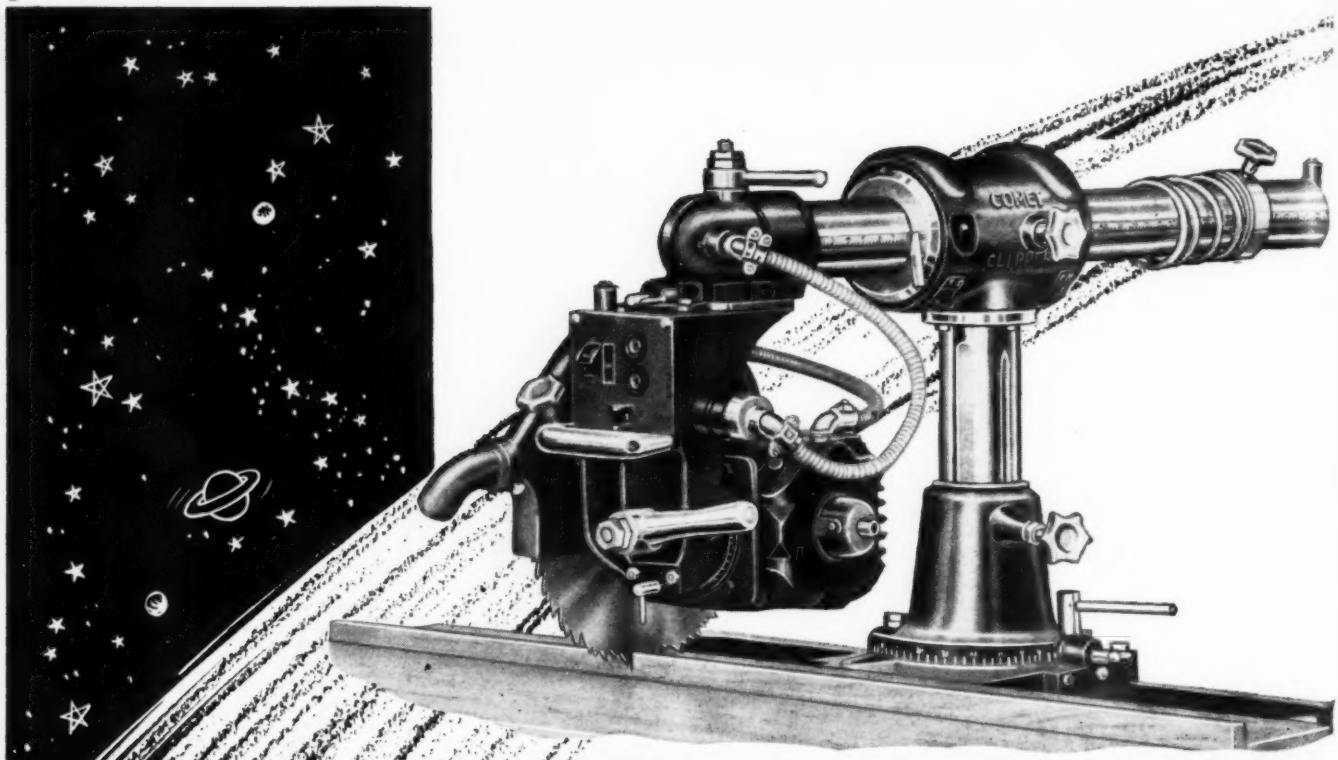
Editors' Round Table 55

Technical Guide, How-To-Do-It and Better Detail Plate 124

Dealer Review 136

Catalogs 148

Index to Advertisers 246



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Publisher's Page



Only One Issue—Socialism

THE American people are confronted with one great issue—much the most vital issue in their history—that of socialism. All the important narrower issues being discussed are but parts of the one great issue of socialism. The issue of excessive government spending is so important principally because of the tendency of excessive government spending to promote socialism. The issue of excessive government interference in and controls of business, medicine and education is important principally because of the tendency of such interference and controls to promote socialism. The issue of monopoly, whether of business or labor, is important principally because of the tendency of monopoly of whatever kind to promote socialism.

A great majority of the American people *believe* they are opposed to socialism and are *sure* they are opposed to communism. Unfortunately most of them do not know what either socialism or communism is, or how they are established, or what their effects are.

What is called "state socialism" is complete government control of all production and distribution without government ownership of all or most of the property with which production and distribution are carried on. Fascism in Italy and Naziism in Germany were forms of "state socialism." True socialism is government *ownership and management* of all the property with which production and distribution are carried on. Socialism may be established by the "democratic process" as is occurring in Great Britain, or it may be established and maintained by force, as has occurred in Russia, in which latter case it is now called "communism."

The present Labor-Socialist government in Great Britain was put in power by the votes of a majority of the people in an election in which the Labor-Socialist party avowed its intention of establishing socialism if it won. The issue of socialism has never been thus frankly, honestly and squarely presented to the American people in a political campaign. Most of those in this country who advocate socialistic policies deny that they favor socialism and even deny that the policies they advocate are socialistic. Often they claim that the policies they favor are needed to "help private enterprise" and contend that anything done by the "democratic process" is in accordance with the American tradition.

But if all the socialistic policies being strongly promoted by powerful pressure groups, including, paradoxically enough, pressure groups of business men, were adopted we would soon have almost complete socialism in this country. The reason is, that private enterprise would be crushed and driven out of existence by the heavy taxes imposed to pay for all the socialistic schemes and by the use of these taxes by government to engage directly in competition with private enterprise or to subsidize competition with it.

Many *specific* socialistic policies are being vigorously opposed by business and professional groups with propaganda and lobbying—socialized housing by the home-building industry, socialized medicine by the medical profession, subsidized transportation by the railroads, and so on—but they are all fighting a losing fight. They might make their efforts more effective by organized co-operation, *all* groups opposing socialistic policies affecting *any* of them. But what cannot be emphasized too much or too often is that it is becoming daily more evident that if the advance of socialism is to be stopped, the great issue of socialism versus individual initiative and private enterprise must be fought out in the arena of national politics—the only arena in which enough interest in the issue can be aroused and it can be presented and discussed adequately enough to array public opinion against complete socialism and against the adoption separately of socialistic policies which will add up to complete socialism.

The Truman branch of the Democratic Party has been captured by the promoters of socialistic policies. The so-called "Dixiecrats" of the south are against such policies. Most Republicans who know their own real principles are against them. In fact, a large majority of the American people are against socialistic policies when they recognize them as such. But those opposed on principle to socialism must be strongly organized and led politically, or the promoters of socialism may win as they did in Great Britain and with results that would ere this have been completely disastrous to the British people excepting for the aid to them extended by the government of the United States—aid made possible only by the efficiency of American private enterprise.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, with editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y. Samuel O. Dunn, Chairman of the Board; James G. Lyne, President; Robert H. Morris, C. J. Wageman, F. A. Clark, Vice Presidents; J. S. Crane, Vice President and Secretary; John T. DeMott, Treasurer.

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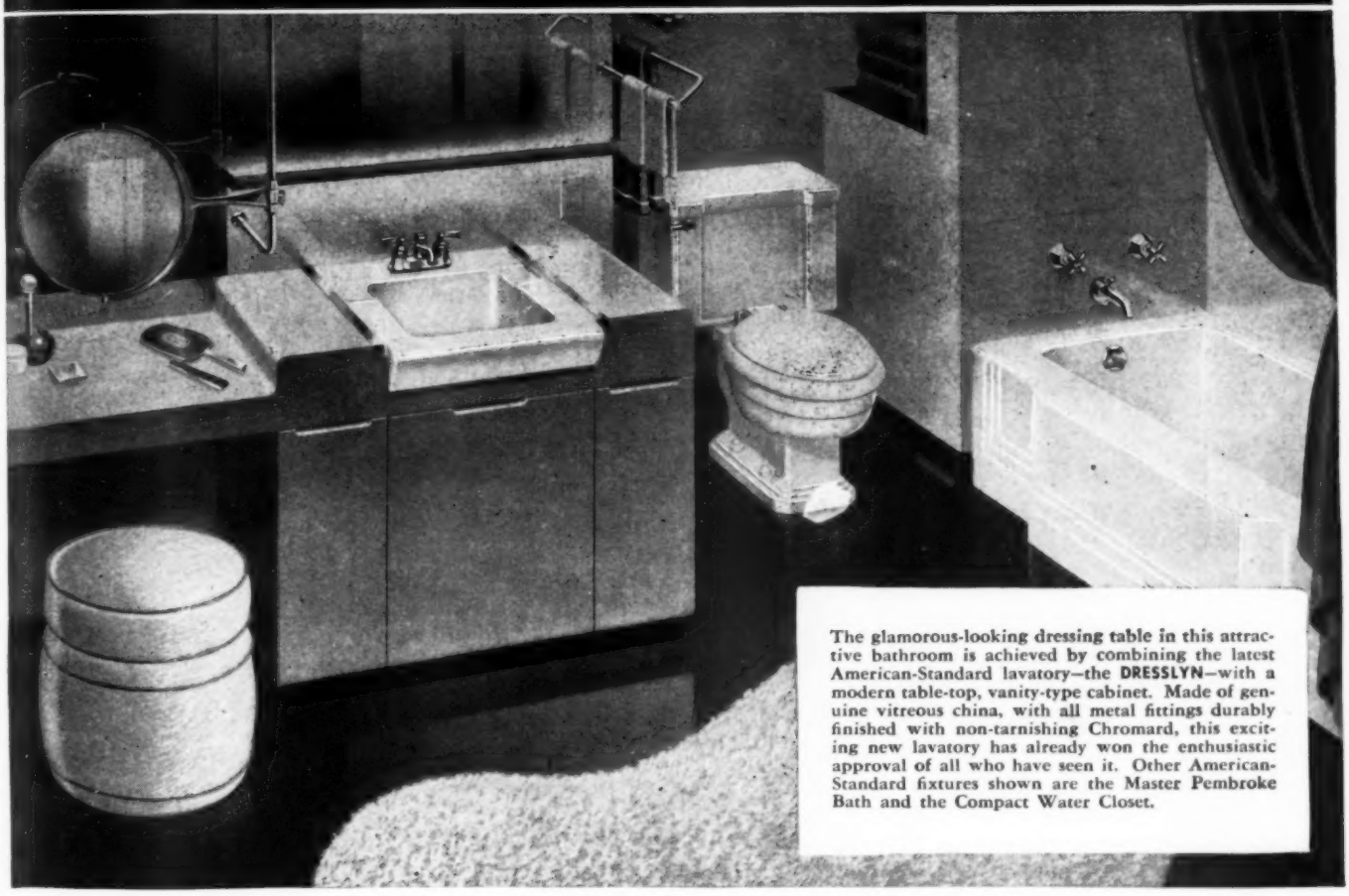
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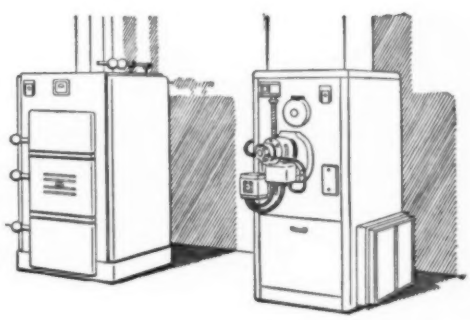
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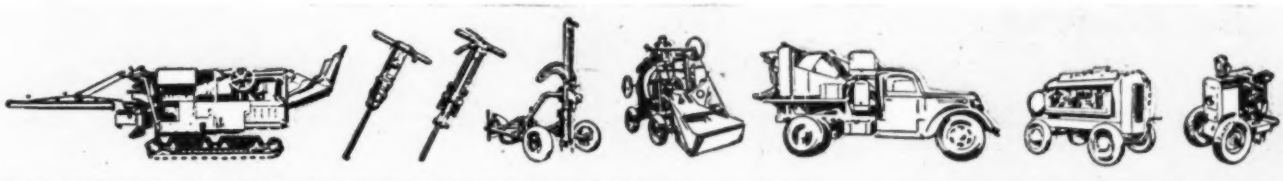
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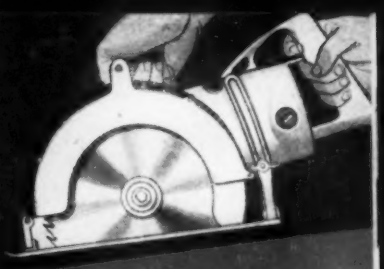
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On every kind of cut!



SKIL Saw gives you safe-sure control

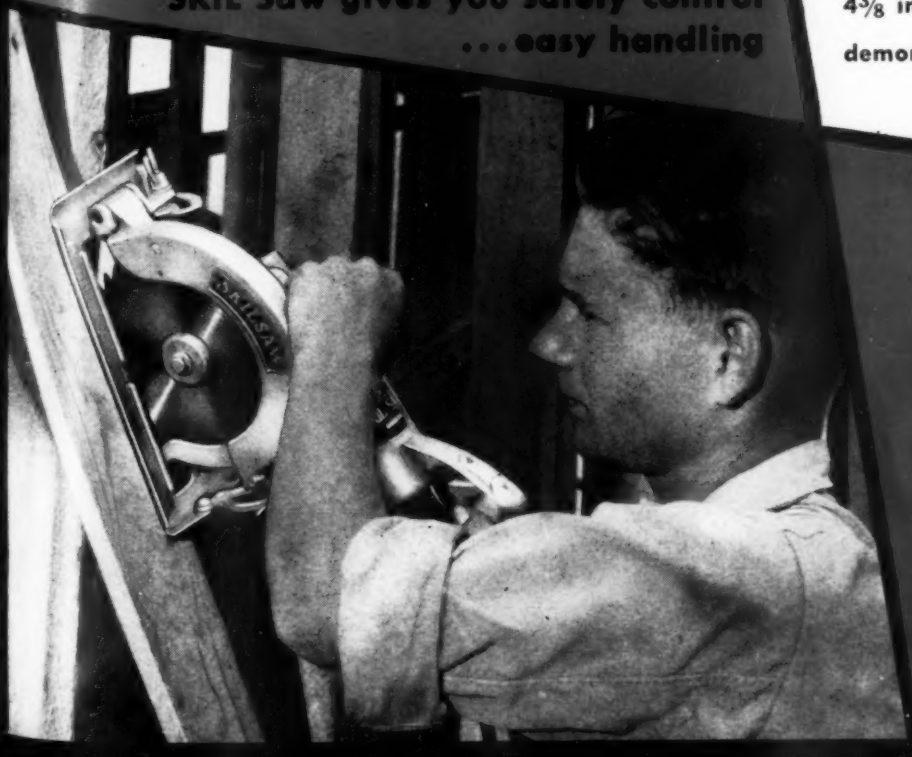




Only SKIL Saw gives you *sure* two-hand control on tough cuts . . . and *easy* one-hand operation on ordinary sawing. SKIL Saw's TWO scientifically placed handles are the reason . . . an *extra* you get only with SKIL Saw!

With one hand or both, SKIL Saw's power drives blades faster for quicker cutting on ripping and jack-rafter cuts. Choose from 8 hard-working models with cutting capacities up to 4 3/8 inches. Ask your SKIL Tools Distributor to demonstrate easy-handling SKIL Saw today!

ONE HAND OR TWO—
SKIL Saw gives you safety control . . . easy handling



SKIL ELECTRIC Tools PNEUMATIC
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SKIL Tools are made only by
SKILSAW, INC.
5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities
In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.

Case vitreous china... value leaders in institutional service



WYNGATE NO. 600
Square basin lavatory. Sizes 20x18 in., 24x20 in., 27x22 in.



WALJET NO. 2100
Wall hung syphon jet closet with elongated bowl.



WINDSOR NO. 720
Lavatory with leg. Sizes 20x18 in., 24x20 in., 27x22 in.

CASCO NO. 2335
Vitreous china syphon jet pedestal urinal.

NO. 1600
Syphon jet flush valve closet combination with elongated bowl.

CASCO NO. 2325
Wall hung washout urinal.

CASE plumbing fixtures are made in styles designed for practically every requirement of school, college and other semi-public buildings. For school buildings especially, where heavy use places a premium on efficient performance and freedom from undue maintenance, Case quality is an investment in long-term value. Every fixture is molded of the finest grade vitreous china, highly lustrous and unequalled for permanence, sanitation, and resistance to acids and discoloration. Fittings are designed for the particular needs of the fixture in which they are used, a factor of great importance in long service life. For installations in which you can take pride and give a full measure of value, specify Case plumbing fixtures. Case distributors are listed in many Classified Telephone Directories; if not in yours, write W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853.

Case

Vitreous China Plumbing Fixtures

Reg. U S. Pat. Off.

Are you using the Right Cement for the job?

Build better, faster, or at lower cost with the right

MEDUSA "JOB-FITTED" CEMENT

CEMENTS are just like the aggregates mixed with them...there's a right one for every job. And when builders use the right Medusa "Job-Fitted" Cement, they always build better construction . . . frequently easier and faster, . . . and usually at less cost. An excellent example of the advantages of Medusa "Job-Fitted" Cements is BrikseT for masonry walls. You build better as BrikseT prevents unsightly efflorescence by mortar . . . you build easier and faster because its plasticity encourages faster bedding . . . you build cheaper because BrikseT requires no expensive slaking. All the other Medusa Cements have equally outstanding features. Start today to use the right Medusa "Job-Fitted" Cement. For further information check and attach coupon to your letterhead.

"FIFTY-SEVEN YEARS OF CONCRETE PROGRESS"



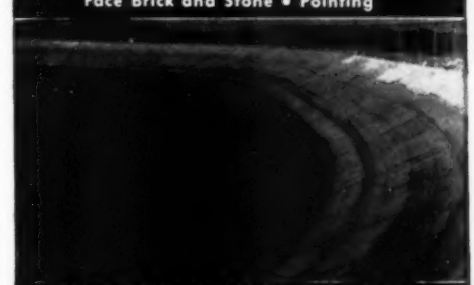
Medusa White or Waterproofed White— Stucco • Trim Stone • Colored Concrete • Curbs



Medusa BrikseT— Mortar for Common Brick • Cement Blocks • Glass Blocks • Pointing



Medusa StoneseT— Mortar for Face Brick and Stone • Pointing



Medusa Waterproofed Gray— Foundations • Floors • Walls • Bridges and Dams



Medusa Air-Entraining— Driveways • Highways • Sidewalks • Steps



Medusa "Medco"— Rush Jobs • Co'd Weather Concrete

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MEDUSA PORTLAND CEMENT COMPANY
1002-4 Midland Building • Cleveland 15, Ohio

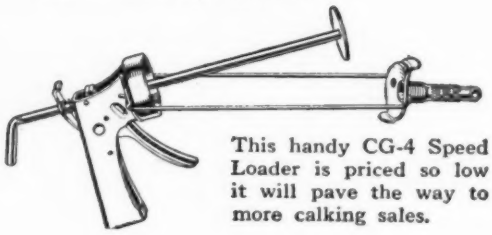
Please send information on the following Medusa "Job-Fitted" Cements:

- ☐ Medusa Waterproofed Gray
- ☐ Medusa White
- ☐ Medusa Waterproofed White
- ☐ Medusa BrikseT
- ☐ Medusa "Medco" High Early Strength
- ☐ Medusa Air-Entraining
- ☐ Medusa StoneseT

Nu-Calk SPEED LOAD AND SPEED LOADER



The famous SPEED LOAD and its handy partner, the SPEED LOADER calking gun gives you the most efficient sales team on the market. It's popular! It's practical! It sells! Packed 10 loads to carton — 4 cartons to case.



This handy CG-4 Speed Loader is priced so low it will pave the way to more calking sales.



Nu-Calk CALKING COMPOUND

Nothing can compare with Nu-CALK! It's the "standard of calking compound quality." Available in ½ pint, pint, quart, gallon, 5-gallon cans. Also 55 gallon drums. You can recommend Nu-Calk fully confident it will never let you down. A best seller for many years.



Numetal WEATHERSTRIP FOR DOORS AND WINDOWS

An old friend, and a leader in weather strip sales for nearly 30 years. Conveniently packaged in sets for windows or doors in individual cartons. A perfect over-the-counter sales item. Place your order today for your Fall Numetal requirements.



Nu-Glaze GLAZING COMPOUND



When you sell Nu-Glaze instead of putty you make satisfied customers because Nu-Glaze really stays put! What's more you make *bigger* profits! Sells because it does the job better. Nationally advertised, nationally known and nationally used. Stock up on Nu-Glaze today!



BRASS & FELT DOOR BOTTOM WEATHERSTRIP

Numetal Door Bottoms are the largest selling weatherproof item because they're absolutely tops in the field. Wool felt— heavy gauge brass. More sales — more profits — better satisfied customers — you should have a stock now that the fall season has started. **Order today.**



NATIONALLY ADVERTISED

Every month millions of people are being told they can buy these famous products from you! There's no reason for you to miss any of these sales. Order a good stock of each of these fast-selling weatherproof items and keep well supplied all season long!



Order Today...

Be ready for the big weatherproofing sales season ahead! ***Your stock will be shipped same day your order is received!***

for WEATHERPROOF ITEMS

that "fill the till"

...Order your supply of these *famous profit makers* now!



Nu-GARD AUTOMATIC
DOOR BOTTOM AND DRAFT ELIMINATOR

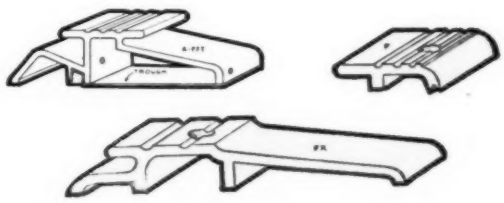
The new, improved Nu-GARD Automatic Door Bottom is the most efficient, most practical door bottom of them all! A simple demonstration makes the sale every time. So show 'em and you'll sell 'em. Homeowners need them on practically every door in the house both inside or outside.

Nu-WAY WEATHER STRIP



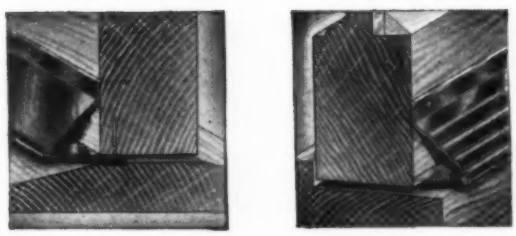
The easiest strip to sell because it's the easiest strip to put on. Any clerk can sell it! Any customer can install it. Can be used on most any type window, storm sash or door. Nu-WAY Weather Strip is really a fast seller — so keep well supplied! **Order today!**

KEEPS COLD OUT... HEAT IN



Nu-ART THRESHOLDS

These attractive thresholds can play a *big* part in your weatherproofing sales. While Nu-ART Thresholds are available in a wide variety of types and sizes, we picture above three popular types. Furnished in either *brass* or *Alacrome*, with holes drilled, screws furnished — each threshold individually wrapped and labeled.



DRIP CAPS FOR DOORS AND CASEMENT WINDOWS

These drip caps in both styles illustrated are very effective in keeping rain from dripping or running under doors and wood casement windows. Furnished in either brass or aluminum in any lengths desired. You need these practical items to have a really complete weatherproof stock!

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

MACKLANBURG DUNCAN CO. QUALITY PRODUCTS

IN JUST ONE YEAR..

An outstanding success!





"The Spencer '21' is low in cost and easy to install."

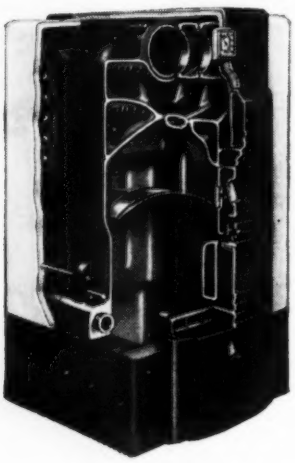


"I like the Spencer '21' because it takes any type of fuel or firing."



"Best of all, my clients are completely satisfied with the Spencer '21'."

Constructed in accordance with ASME requirements. Fully approved by the Institute of Boiler and Radiator Manufacturers.



THERE IS A SPENCER

FOR *EVERY* BUILDING . . .
FOR *EVERY* FUEL

COMMERCIAL SERIES:

"A," "M" (steel)—for industry, schools, apartments

"L-2," "L-3" (cast iron, magazine feed)—for large homes, churches, apartments

RESIDENTIAL SERIES:

"C" (steel) and "21" (all purpose, cast iron)—for homes and small buildings

"F" (cast iron, magazine feed)—for small homes

Already the Spencer Cast Iron All-Purpose Boiler is rapidly approaching leadership in its field. Every day brings more evidence of its popularity. Architects value its modern lines. Builders like its low cost. Heating contractors acclaim its versatility. Home owners praise its efficient operation. All this after being on the market for *one* year! *And sales are still climbing.*

More facts about the Spencer "21"—

- **Available in sizes from 340 to 1000 square feet, steam**
- **Precision-ground iron-to-iron section fit needs no caulking**
- **Specially designed steam dome for more rapid circulation of boiler water**
- **Fitted with either tank type or instantaneous service hot water coils—completely immersed in boiler waterway**

SPENCER
HEATER
LYCOMING-SPENCER DIVISION
WILLIAMSPORT AVCO PENNSYLVANIA



Mesker
STEEL CASEMENTS



Twirls open . . . twirls shut like an automobile window

. . . that's how easily the new post-war Mesker Steel Casements operate! No wonder home buyers are so enthused about them. You'll be, too, when you see how much *value* Mesker has engineered into this competitively-priced line. See our catalog in Sweet's Builders File—or write us for a copy.

MESKER BROTHERS • 4342 GERALDINE • ST. LOUIS 15, MO.

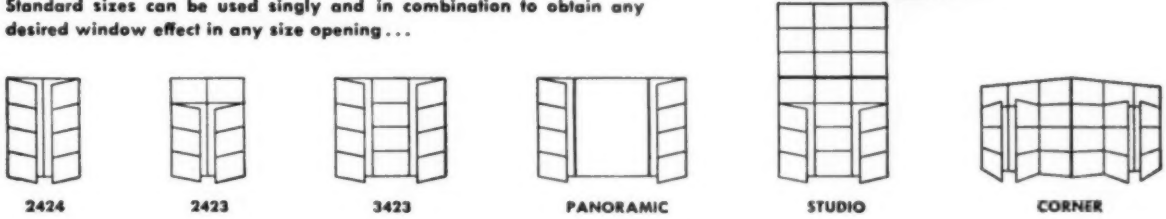
No tugging—no lifting—no struggling as with old-style windows. Mesker Steel Casements cannot swell, warp, shrink or stick.



One hand opens and closes Mesker Casements the easy modern way. Gears do the hard work — you just twirl the handy rotor handle.

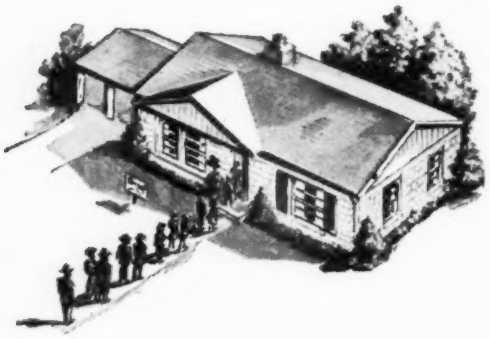
PUT THAT *modern look* IN YOUR HOME!

Standard sizes can be used singly and in combination to obtain any desired window effect in any size opening . . .



the BIG NEWS in Home Building!

P&H Economy Homes



Here's the proved answer to low-cost housing — P&H Economy Homes — well-constructed, complete — to sell for less than $7,000. With P&H Homes you can really do business with the big mass market. Like many other successful builders you'll learn you can make more money in less time.



Here's what dealers say . . .

". . . deliveries are coming along on schedule, and I find that my erection and subcontracting crews are gaining efficiency all the time . . . I am far ahead of my original estimate on sales and, at this point, have only three more homes to sell before the present development is complete. I have certainly proved to myself that the real estate market for homes lies in the low cost field. And I intend to keep right on building low cost homes for some years to come." ***Ayre Builders, Inc., Albany, N. Y.***

". . . a swell house both from the structural standpoint and looks . . . they sell fast and we have orders to build many more." ***Stastny & Rowe, Bellview, Nebr.***

". . . our customers tell us of their happiness with their new P&H Homes. Friends who visit them are amazed at the values and desirable features. ***Lanonart Construction Co., Inc., Milwaukee, Wis.***

". . . the public reaction to the house has been very favorable. . . . Several large manufacturing concerns have contacted us and your P&H representative is assisting us in preparing bids." ***Pfeiffer Realty & Builders, Evanston, Illinois.***

". . . I will erect many P&H Houses in the 6 different exterior styles and the houses will be finished in either siding or shingles, as the future owner desires. This project came about as a result of the great need for housing in the low-cost price range. I am pleased with my decision to build P&H Homes. ***L. W. Vandenberg, Kalamazoo, Mich.***

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BUILDERS! DEVELOPERS! Get in step! Make the most of your opportunity with the P&H Economy Homes. Write, wire or phone us for full details about a P&H dealership in your territory.

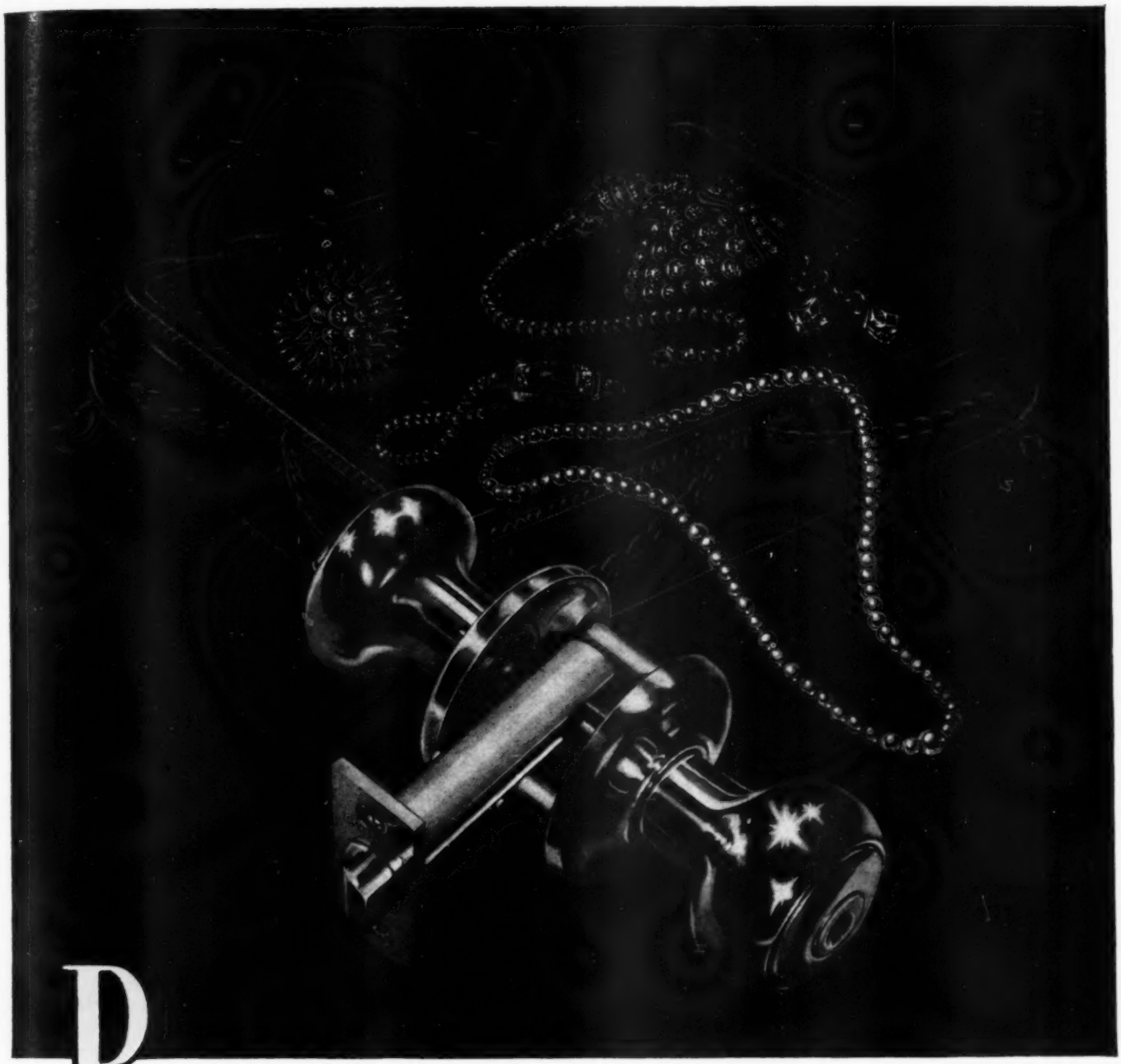


Model PH-4 — one of 6 attractive models.

a better home for the money
THE P&H ECONOMY HOME . . .
Shipped 83% complete from the factory

Full size — 24 ft. wide x 32 ft. long. Large living room— 11' 7" x 17' 4". Joint-free, crack-proof interior walls. Choice of 2 or 3 bedrooms. Flush doors throughout. Built with or without basement. Highly rated for FHA and VA financing.

P&H HOMES
301 Spring Street
Port Washington, Wis.
HARNISCHFEGER CORPORATION



BEAUTY *that buyers go for!*

Kwikset Locksets have eye appeal . . . and sales appeal. Their striking good looks help sell the house!

Beauty is hand-tailored into Kwikset Locksets. Cleanly designed to match all traditional and modern residential styles, they are of wrought brass, wrought bronze or Zamak No. 5 . . . carefully hand-finished in satin or polished brass or chrome, or satin bronze.

Kwikset Locksets look expensive . . . . but what a value they are in economy! Unit price is amazingly low—and simplified 2-hole installation cuts costs further on the job!

And remember—Kwikset beauty is more than skin deep! Working parts are of brass stampings and tough, durable Zamak No. 5. They're precision-built to give years and years of service.

Manufactured by KWIKSET LOCKS, INC., *Anaheim, California*
Distributed by **PETKO INDUSTRIES, INC.**
1107 East Eighth Street, Los Angeles 21, California

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LOCKSETS

MATERIALS AND WORKMANSHIP UNCONDITIONALLY GUARANTEED

Something New



BUILDERS:
The new Ranch Plank Floor will make your homes sell faster.

Mail coupon for new literature



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FLOOR

...n Oak Floors!

BRUCE

Bruce Ranch Plank Floor

IT'S BEAUTIFUL! IT'S DISTINCTIVE!

YOU'LL BE AMAZED AT ITS MODERATE COST!

■ Bruce has done it again! This new Ranch Plank Floor promises to be one of the most popular and practical floor types ever developed. With alternate 2¼" and 3¼" widths, walnut pegs and beveled edges, it gives the rich, distinctive effect of a very expensive floor.

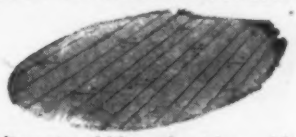
Yet, the Ranch Plank Floor is inexpensive . . . in fact, costs little more than an ordinary floor. It's so easy to install, too . . . blind nailed like a regular strip floor. And there's no sanding or finishing on the job, because Ranch Plank is pegged and finished at the factory. This flooring is packaged in end cartons, too, for complete protection and easy handling.

The beautiful new "Decorator" Finish on Ranch Plank pleases everyone and harmonizes with any interior color scheme. Architects and interior decorators praise this beautiful oak floor for all types of homes and apartments.

You'll want to see for yourself what the Ranch Plank Floor offers you. So mail the coupon below for complete information and new literature with color photographs.

E. L. BRUCE CO., MEMPHIS 1, TENN.

Look at these features!



Alternate-width oak strips with walnut pegs give Ranch Plank a "handcrafted" appearance.



The famous "Scratch Test" Finish is factory-applied in a new, mellow "Decorator" Shade.

ADAPTED TO ALL ARCHITECTURAL STYLES



Modern



Ranch

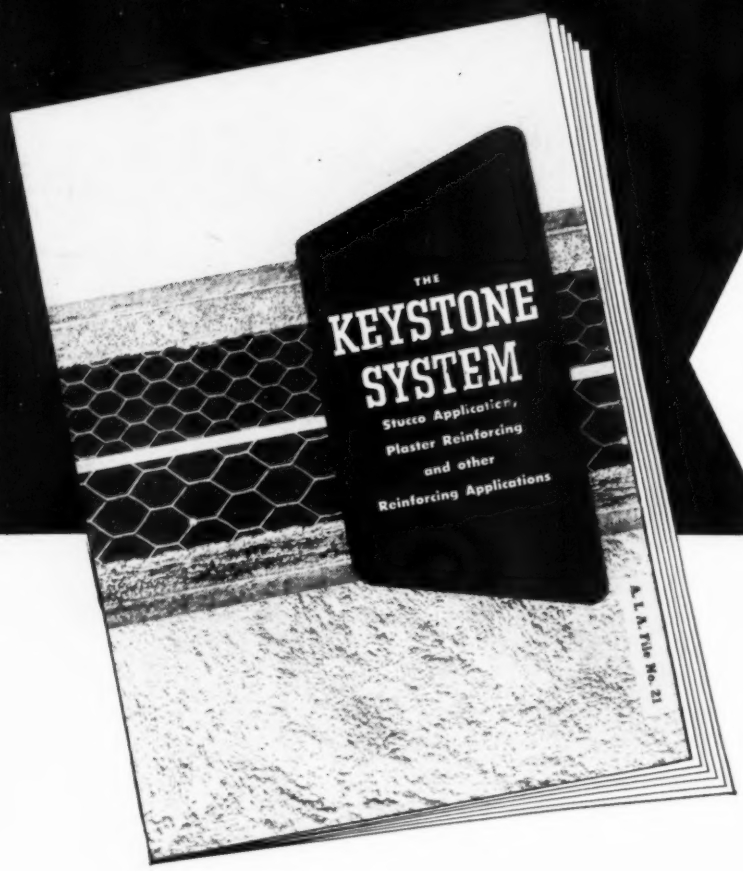


Traditional



Apartments

This Valuable Guide Helps You Build Easy-to-Sell Houses



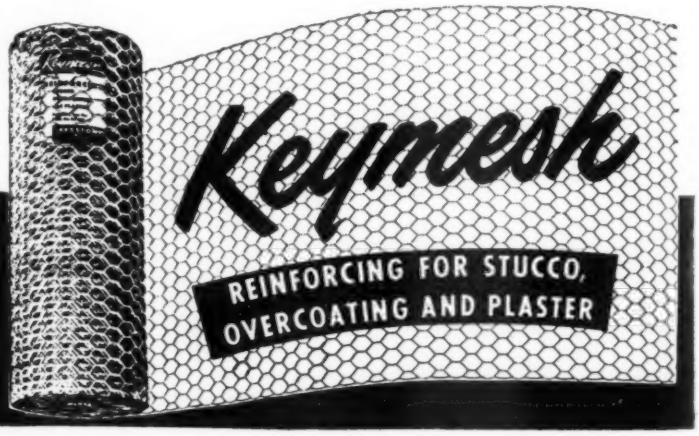
Just Out...

New, informative book tells how the Keystone System helps you build better houses at sales-appealing prices. Your copy is *now available.*

Yes, if you want to build attractive houses at lower cost . . . and still add the extra features that appeal to home buyers . . . let this book help you. It explains the Keystone System of Stucco Application—tells you how to build homes that answer the need for durable, attractive, quality construction at lower cost.

Besides, this book gives helpful information on the Keystone System of Plaster Reinforcing and other reinforcing applications. Write for your copy *today!*

Keystone Steel & Wire Company
PEORIA 7, ILLINOIS
Manufacturer of Keymesh Reinforcing • Welded Fabric • Tie Wire • Nails



Modern, Durable Stucco Calls for KEYMESH

FOR A *Lifetime of Beauty*

AND CONVENIENCE, LOOK TO . . .

GENUINE CLAY

tile



Clay tile gives you limitless flexibility in setting the stage for modern ideas, modern living. And only clay tile provides the efficiency, the beauty, the economy that today's homemakers are looking for. Today, there is no need to accept substitutes—genuine clay tile is available—with all these advantages:

Easy to clean and keep clean because clay tile never needs waxing, polishing or refinishing.

Colors won't fade or darken because clay tile's beauty is *fired-in* to resist water, acid and stains.

Efficient because tile keeps its spic-and-span appearance despite hard wear. Water rolls off without leaving stubborn, streaky blemishes.

Long-range economy because there are no recurring charges for maintenance or replacement. Only clay tile can insure this lifetime of loveliness.

For specific information regarding types, sizes and colors, see *Sweets Architectural* or *A-E-C* File. THE TILE COUNCIL OF AMERICA, Room 3401: 10 East 40th Street, New York 16, New York. Room 433: 727 West Seventh Street, Los Angeles, California

The Tile Council of America was formed in January, 1945, to provide a central source of information about clay floor and wall tile, and to sponsor research and development projects designed to increase the usefulness of clay tile in all types of private and public building.

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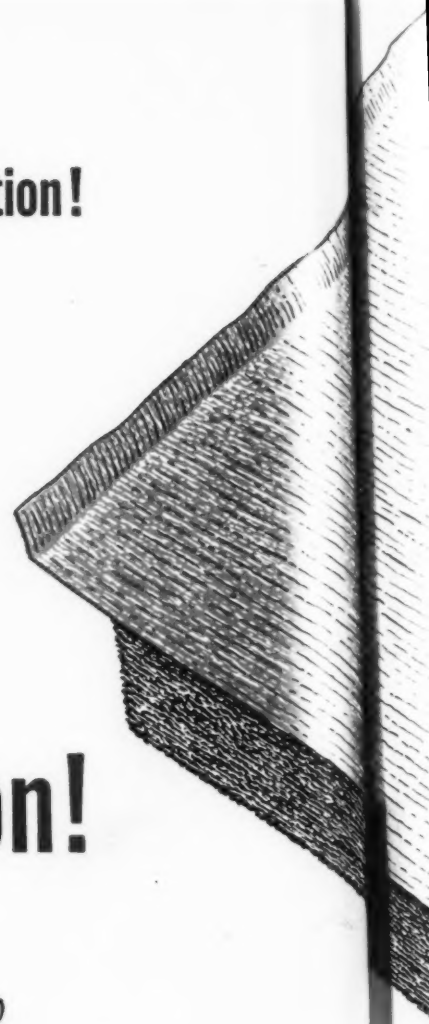
THE MODERN STYLE IS CLAY TILE

Kimberly-Clark announces a great new insulation!

New Kimsul*

reflects heat...

shuts out condensation!



Now—from the research laboratories of Kimberly-Clark Corporation—comes a great new KIMSUL*.

An insulation combining the principles of heat-reflection and heat-resistance—the most effective barrier to heat loss ever devised. An insulation made far easier to handle . . . far easier to install. An insulation with *reflective vaporseal cover* . . . meeting all FHA requirements.

We sincerely believe this new KIMSUL to be the finest insulation ever made. And you'll agree . . . when you see the handsome aluminum foil cover . . . many-layer stitched blanket . . . the tough reflective tacking flanges . . . the smaller package and lighter weight . . . of this great new KIMSUL. For it also provides the same high thermal efficiency and the many original advantages that made KIMSUL America's fastest-selling blanket insulation.

Contact your dealer today for full information about the new Reflective KIMSUL. If he does not handle KIMSUL, write directly to Kimberly-Clark Corporation.



Look at all these features!

Reflective aluminum vaporseal
Tough reflective tacking flanges
Smaller package—lighter weight
Compressed to save 80% on handling
Many-layer stitched design
Fire-resistant—flexible—caulkable
Easy to install
High thermal resistance
Meets FHA vaporseal requirements
Non-irritating—non-settling
Resistant to insects, vermin, mold
Over-framing compressibility

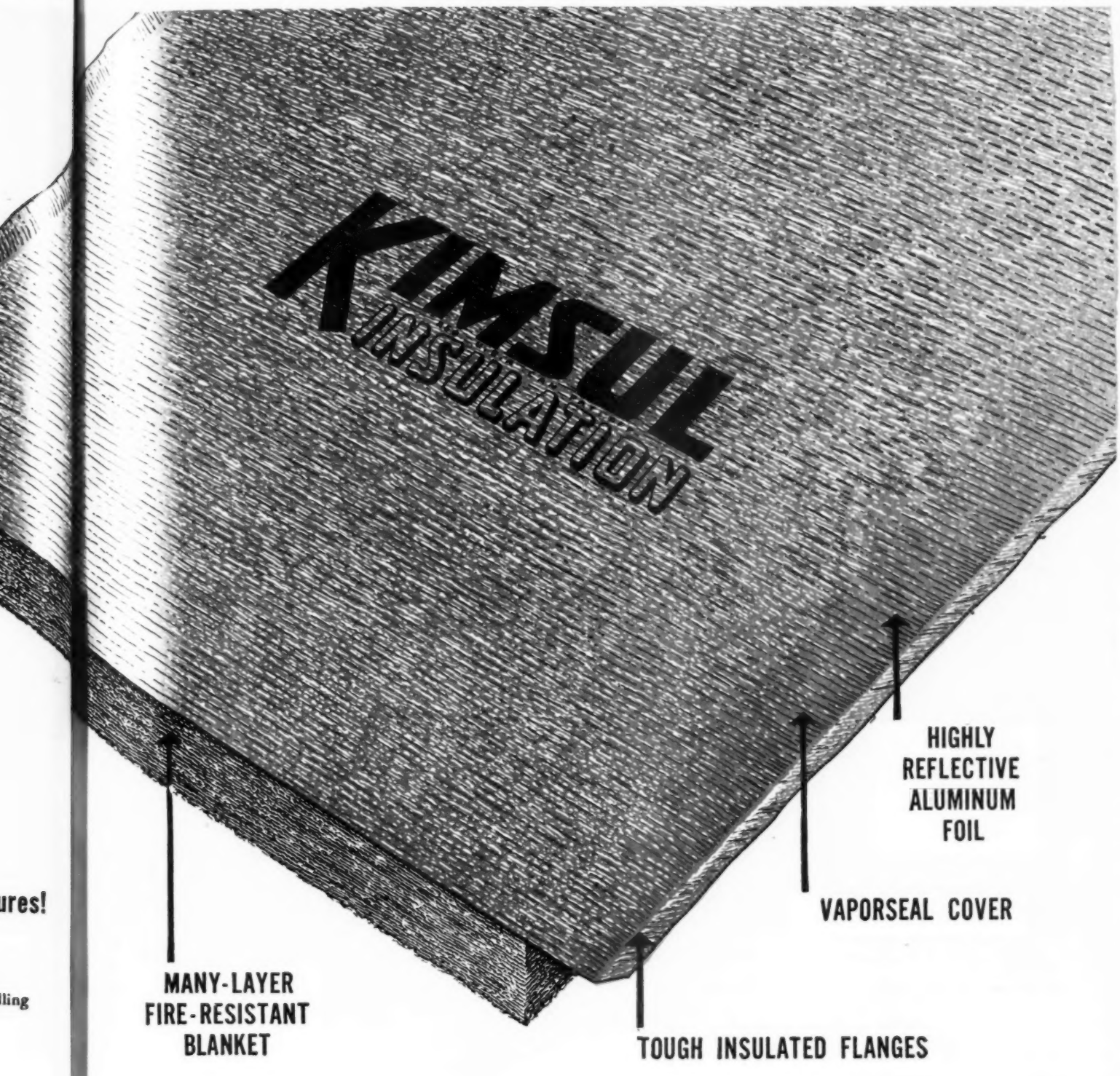
Now two types of Kimsul



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WITH REFLECTIVE VAPORSEAL

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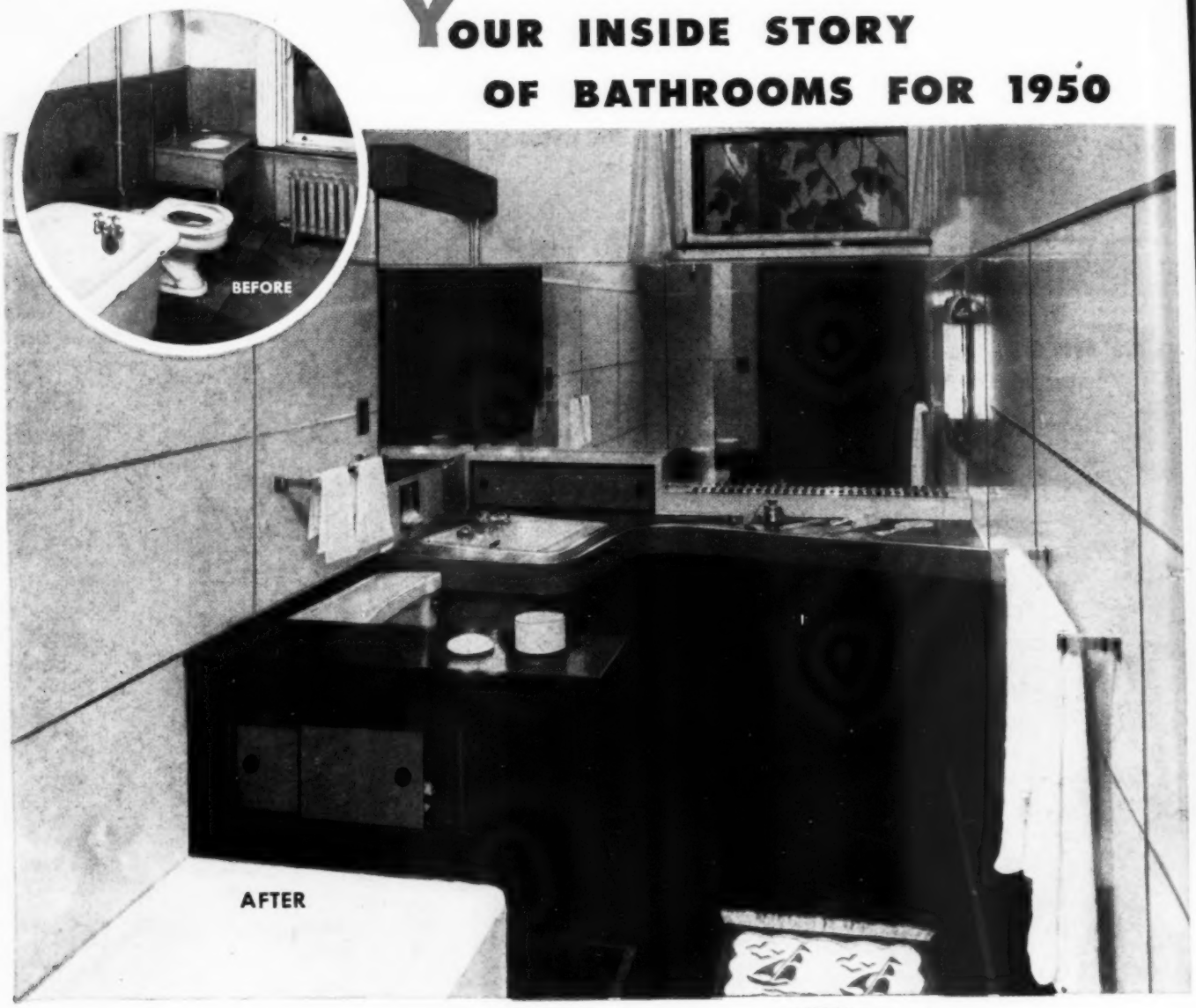
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YOUR INSIDE STORY OF BATHROOMS FOR 1950



THE FORMICA Vanitory* Trade Mark

Never in home building history has a new idea so quickly and completely captured the hearts of American home owners.



The color, the beauty, the ruggedness of Formica, have made it a long time number one choice for kitchen cabinet tops. These same qualities, plus the common sense desire for usable space around the lavatory have made the Formica Vanitory idea an instant success.

Big full color advertisements and page after page of editorial publicity reaching millions of readers will have your clients and prospects asking for Formica bathrooms. Get the facts now! Ask your nearest Formica sales office or distributor to put you in touch with a local Formica fabricator.

Send today for the full color idea folder, "What's New in the Bathroom?" It will be rushed to you together with many helpful suggested construction details. Write Formica, 4514 Spring Grove Ave., Cincinnati 32, Ohio.

"Just as good" is a fable. Look for the label. Insist on genuine Beauty Bonded Formica.

Beauty Bonded FORMICA Reg. U. S. Pat. Off. at Home with People at Work in Industry

Guaranteed by Good Housekeeping



**This label may be used only on combination lavatory-vanities surfaced with genuine Beauty Bonded Formica.*

FOR INDOOR SUNSHINE ALL WINTER LONG





YOUR CHOICE OF ANY OF THESE METHODS



RADIATORS



CONVECTORS

B&G *Hydro-Flo** Heating

With whatever type of heating units you prefer—radiant panels, baseboard units, convectors or radiators—a B&G *Hydro-Flo* System will deliver modern, radiant heating at its best.

This *forced hot water* system automatically matches the heat supply to the weather. Never any overheating in mild weather, but always plenty of heat when the thermometer drops . . . always the same uniform temperature indoors from Fall to Spring. Exact modulation of the heat supply obviously means economy—no fuel is wasted in furnishing unwanted heat.

And not least, a B & G *Hydro-Flo* System provides low-cost, all year 'round hot water for kitchen, laundry and bath . . . in ample volume for automatic washers and showers.

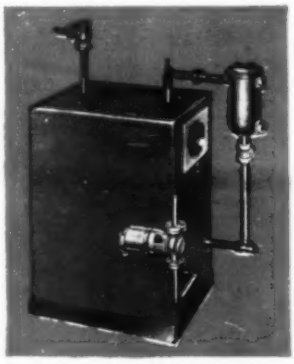
Read the complete story of B & G *Hydro-Flo* Heating in the fully illustrated, colorful booklet, "Capture the Sun"—you'll find it well worthwhile. Your copy will be sent upon request.



BASEBOARD UNITS



RADIANT PANELS



B&G *Hydro-Flo* Equipment can be installed on any hot water heating boiler

The basic equipment of a *Hydro-Flo* System is a B & G Booster Pump, Flo-Control Valve and Water Heater. Its dependability has been proved in the hundreds of thousands of installations now in operation.

*Reg. U. S. Pat. Off.

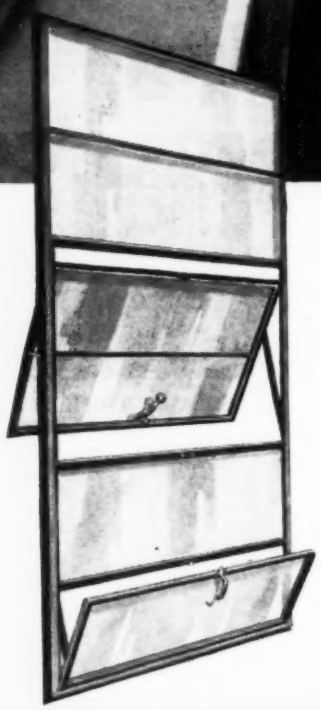
BELL & GOSSETT Company

Dept. BE-11, Morton Grove, Ill.

How to Provide

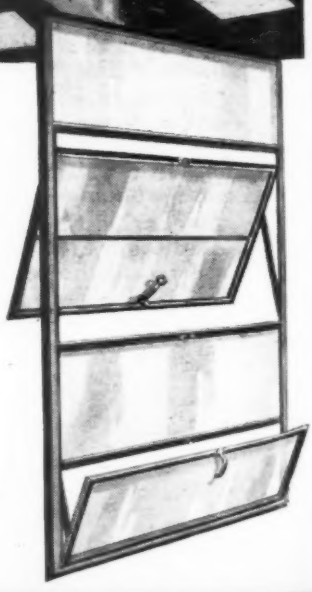


Schmidt & Paolinelli, Architects.



INTERMEDIATE PROJECTED—1. Built-in weathering is integral with window sections. 2. When glazed, all glass is in same plane. 3. Frame section has ½" return on inside, permitting plastering and still providing space for attaching blinds and shades. 4. Extra strong—frame section is 1½" deep and ventilator section is 1⅜" deep. 5. Treated with Bonderite process.

ARCHITECTURAL PROJECTED—1. Same type of controlled ventilation as with Intermediate but more economical. 2. Frame section has similar ½" return on inside. This provides space for attaching window accessories. 3. Extra strength provided in frame—1⅛" deep. Ventilator is even heavier—1½" deep. 4. Treated with Bonderite process.



In construction products **CECO ENGINEERING**

the Best Lighting for Schools



Consider the superiority of natural daylight . . . Our bodies and minds, in the main, evolved outdoors. In the recent dim past, man came inside. But since the eye evolved in natural daylight, it is just common sense that vision is best under daylight environment.



Investigate the availability of daylight in your area . . . It is important to know the amount of available daylight so you can plan for adequate illumination. The United States Weather Bureau records provide information showing the average number of clear days anywhere in the United States. For complete information, consult the United States Weather Bureau.



Explore the importance of distant vision . . . Medical science recognizes the importance of distant vision. Strain on the body, eyes and the mind is relieved through looking at distant views. Consult medical authorities for additional information on this important point.



Find out what type of window lets in the most daylight—assures distant vision . . . As a preliminary aid, consider these facts . . . steel windows admit more daylight than any other type of window design since they employ clear glass. Full height steel windows also provide more distant vision than any other window opening. There is less obstruction since frames and muntins are slender.



Determine what type of window gives the best ventilation . . . Steel windows provide more controlled ventilation than any other type of window opening. In fact, up to 100%. Stray breezes are captured and distributed all over the room. Drafts are controlled. Steel windows assure the greatest amount of life-giving pure fresh air.



Compare costs . . . The cost of steel window daylighting will vary according to localities. But, broadly speaking, comparisons show other types of window design cost from 10% to 200% more. In addition, the cost of artificial illumination is reduced and mechanical ventilation is eliminated.



Write for Ceco data booklet . . . Consider the 6 points above on illuminating schoolrooms. Then, for complete data, write Ceco for FREE descriptive booklet entitled "Better Environment Through Daylighting in Schools." The booklet covers other important subjects such as—Light Reflectance, Seating Arrangement, Light Control, Building Positioning.

BETTER LIGHT . . .
BETTER SIGHT . . .
BETTER HEALTH . . .

THROUGH METAL WINDOWS

CECO STEEL PRODUCTS CORPORATION

General Offices: 5601 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

CECO STEEL

makes the big difference

Partial List of Ceco Products

METAL RESIDENCE CASEMENTS • INDUSTRIAL WINDOWS AND DOORS • METAL FRAME SCREENS • ALUMINUM FRAME STORM WINDOWS • ALUMINUM COMBINATION STORM WINDOW AND SCREEN UNITS • METAL LATH AND ACCESSORIES • STEELFORMS • REINFORCING BARS • STEEL JOISTS AND ROOF DECK • HIGHWAY PRODUCTS • CORRUGATED ROOFING • ATTIC AND ROOF VENTILATORS

6-ROOM NEW JERSEY RESIDENCE USES CHASE COPPER TUBE FOR RADIANT HEATING



Floor installation of Chase Copper Tube for radiant heating in small home. Long 60- and 100-ft. lengths of tube eliminate many costly connections. Architect: Galloway & Henry, Westfield. N. J. Heating Contractor: T. J. De Chellis, Westfield, N. J.

Here's why

you, too, will want Chase copper tube in your Radiant Heating Installations!

- EASY TO BEND
- LONG LIFE
- LONG LENGTHS
- SOLDERED FITTINGS
- LOW COST
- LIGHT IN WEIGHT
- SMALL DIAMETERS

CHASE

IN the small home field, as well as the large, Chase Copper Tube for radiant heating has many outstanding features. One of these being L-O-N-G coils which reduce substantially the number of time-consuming connections ordinarily needed for this type work. What's more, its flexibility and lightness make it easy to handle... easy to shape and bend by hand. *No fittings are needed at bends.*

The BIG-7 points above tell you in a nut-shell why builders of big and small houses across the country are using Chase Copper Tube for radiant heating. And there's no shortage at Chase! Immediate delivery on big orders or small orders! For further information, let us send you "up-to-the-minute" booklet on planning and installing radiant heating.

SEND FOR FREE BOOKLET!

"Suggestions for Designing RADIANT PANEL HEATING with Copper Tube."

MAIL COUPON TODAY!



Chase Brass and Copper Co., Dept. AB109
Waterbury 20, Conn.

Gentlemen: Please forward your "Suggestions for Designing Radiant Panel Heating with Copper Tube."

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Chase

the Nation's Headquarters for
BRASS & COPPER

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THIS IS THE CHASE NETWORK . . . *handiest way to buy brass*

ALBANY† ATLANTA BALTIMORE BOSTON CHICAGO CINCINNATI CLEVELAND DALLAS DETROIT HOUSTON† INDIANAPOLIS KANSAS CITY, MO. LOS ANGELES MILWAUKEE MINNEAPOLIS NEWARK NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH PROVIDENCE ROCHESTER† ST. LOUIS SAN FRANCISCO SEATTLE WATERBURY (†Sales Office Only)

KNOCKOUT COMPETITION!

WITH Carey FIRE-CHEX

ASPHALT ASBESTOS SHINGLES



NO OTHER SHINGLE OF ANY KIND GIVES YOU EVEN ONE OF THESE GREAT FEATURES THAT NAIL DOWN SALES!

1. **UNDERWRITERS' LABORATORIES, INC. CLASS A* LISTING** Carey Fire-Chex give greater fire protection to human lives and costly buildings. They contain an asbestos-bitumen plastic compound, highly resistant to melting and flowing, that "puffs up" to form a skeletal mat when subjected to the heat of flying sparks, embers and flaming wood brands.

It actually lifts the fire away from the roof deck! No wonder Fire-Chex are the first and only shingles* listed Class A by Underwriters' Laboratories, Inc.—the highest fire protective rating possible! Here's a real sales advantage for you.

*without asbestos underlayment



2. **COPYRIGHTED SHADOW BLEND ROOF DESIGNS** Fire-Chex add to the appearance of buildings . . . give roofs distinctive beauty that cannot be duplicated by any other roofing material. Never before has any shingle been designed for application in exclusive shadow blend roof designs copyrighted as "works of art." Fire-Chex are available in a wide selection of colors—feature the pleasing horizontal shadow lines and thick construction (325 lbs. per sq.) of costlier materials, within the budget of even modest homes! They often sell at first sight.

©1949 THE PHILIP CAREY MFG. CO.


This Building is Roofed with Pyramid

Carey

FIRE-CHEX SHINGLES

FIRE-CHEX asphalt-asbestos shingles, made only by the Philip Carey Mfg. Co., are the first and only shingles* of any kind to be listed CLASS A by Underwriters' Laboratories, Inc. . . . the highest fire-protective rating possible! Carey Fire-Chex Shingles mean longer life, greater beauty, and the utmost in fire safety for this building.

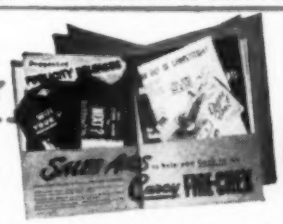
applied by ———

3. **CERTIFICATE OF "CLASS A" ROOF PROTECTION** Another exclusive sales clincher for you. Helps enhance the value of a building whether for sale or for rent, and serves as a daily reminder of the owner's wisdom in choosing the very best in roof protection—Carey Fire-Chex.

REMEMBER! **IT'S EASIER TO SELL FIRE-CHEX THAN ANY OTHER SHINGLE!**

BIG, FREE KIT OF SALES AIDS

Practical, forceful sales helps for door-to-door, over-the-counter, radio, newspaper, direct mail selling and promotion . . . sales-making aids to help you merchandise FIRE-CHEX.



Carey

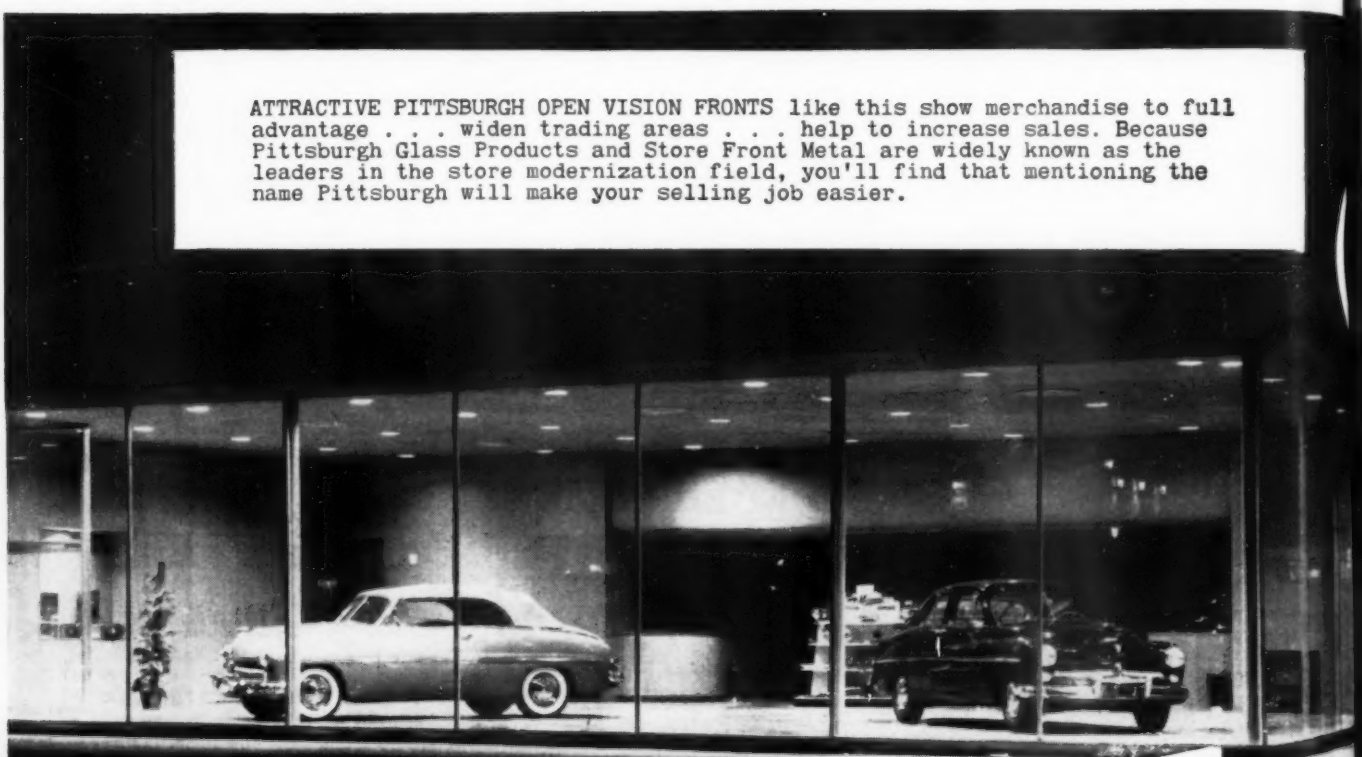
Ask your Carey Representative for your kit today! Or, write...THE PHILIP CAREY MFG. COMPANY, CINCINNATI 15, OHIO

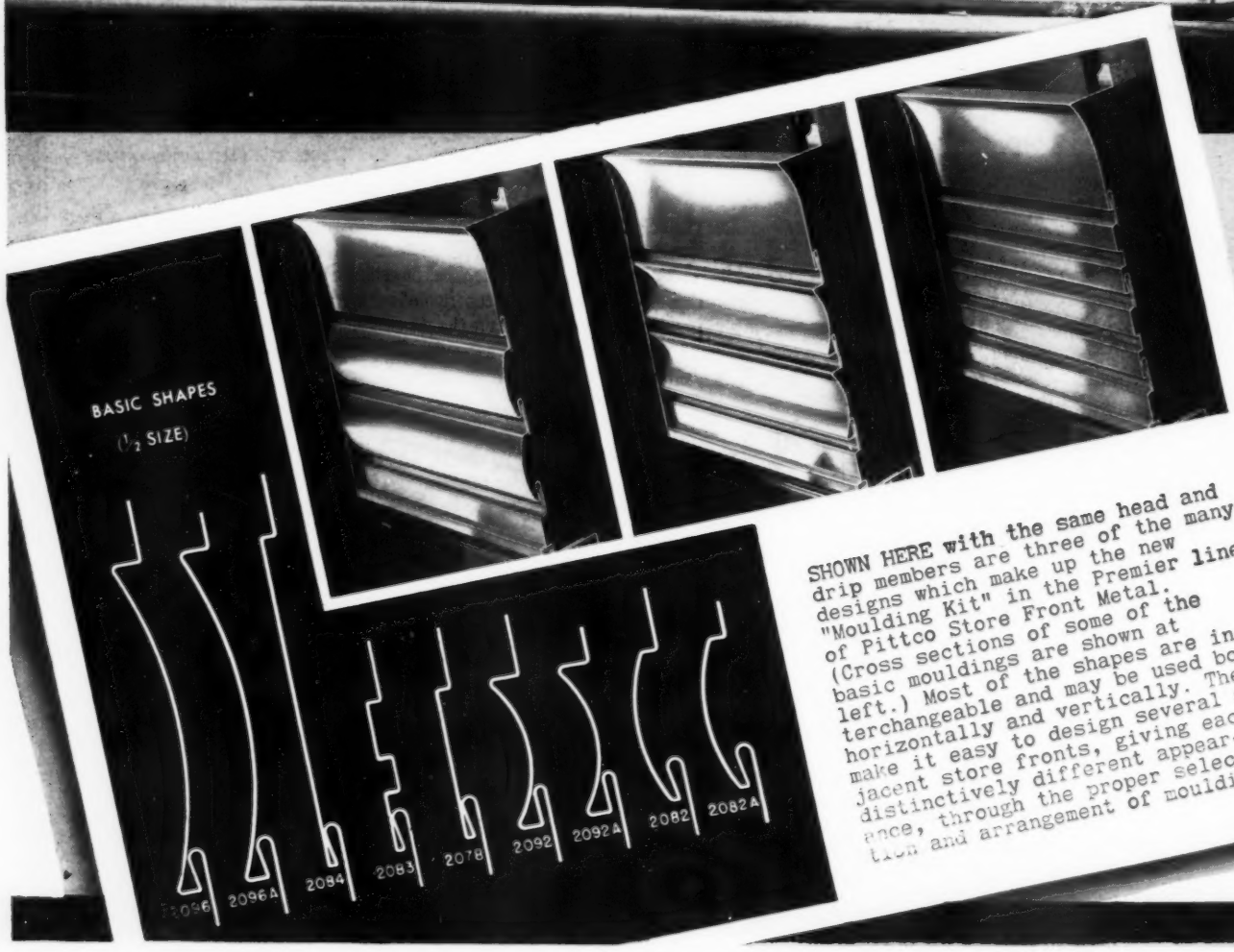
"NATIONAL GUARD DEFENDS AMERICA...JOIN NOW"

AB-10

More Glass means

ATTRACTIVE PITTSBURGH OPEN VISION FRONTS like this show merchandise to full advantage . . . widen trading areas . . . help to increase sales. Because Pittsburgh Glass Products and Store Front Metal are widely known as the leaders in the store modernization field, you'll find that mentioning the name Pittsburgh will make your selling job easier.





SHOWN HERE with the same head and drip members are three of the many designs which make up the new "Moulding Kit" in the Premier line of Pittco Store Front Metal. (Cross sections of some of the basic mouldings are shown at left.) Most of the shapes are interchangeable and may be used both horizontally and vertically. They make it easy to design several adjacent store fronts, giving each a distinctively different appearance, through the proper selection and arrangement of mouldings.

attractive buildings

here's proof from Pittsburgh



ADD COLOR AND GLAMOR to bathroom or kitchen with walls or wainscots of attractive Carrara Structural Glass. Your customers will like these outstanding features of Carrara: It is easily cleaned. It doesn't absorb odors. It is impervious to moisture, chemicals, pencil marks. Its good looks last indefinitely.



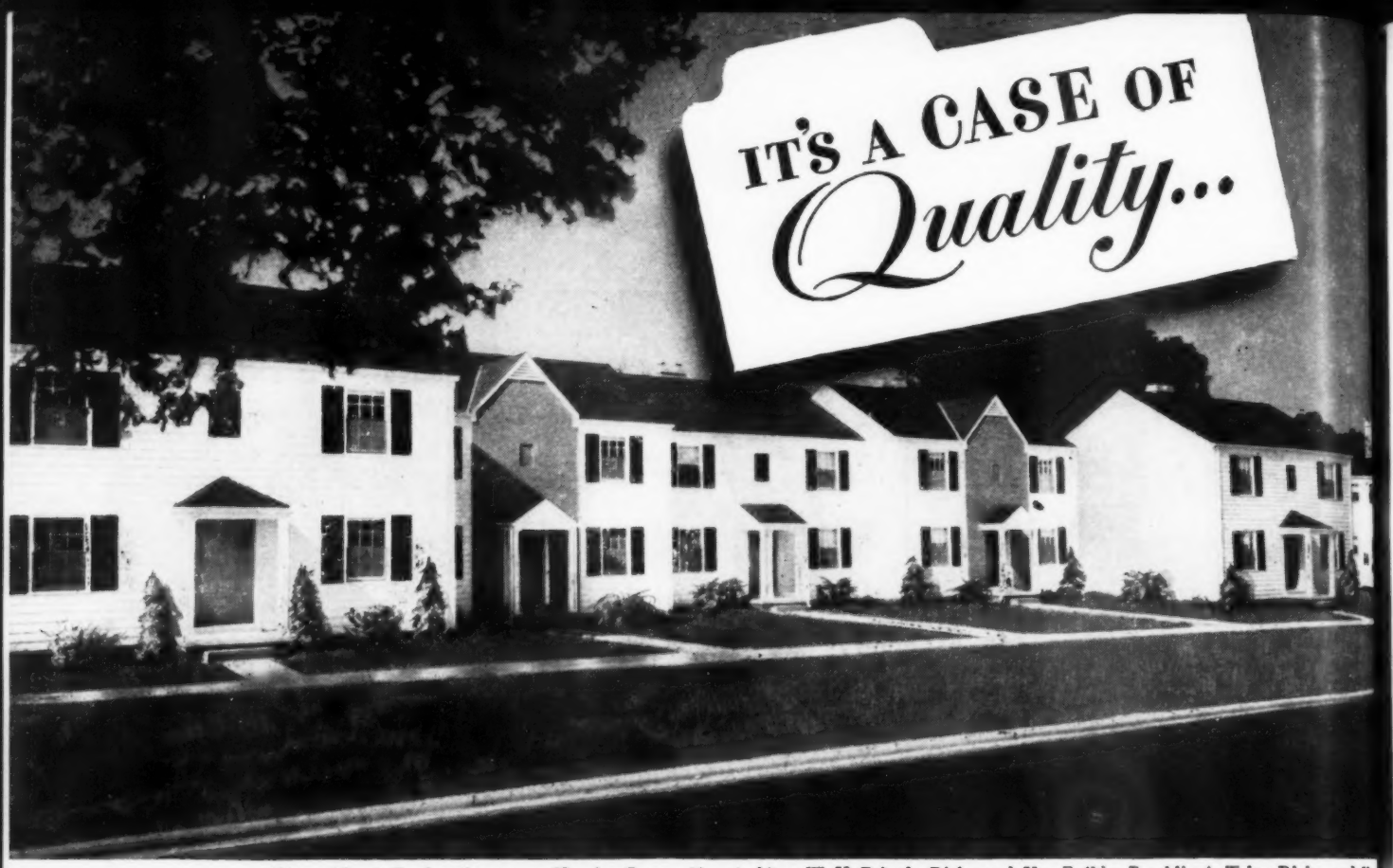
A GOOD LOOKING, full length Pittsburgh door mirror is a convenience that every member of the family appreciates. Other likely spots in the home for Pittsburgh Mirrors: over mantels; in entrance halls; in kitchens.

See the complete listing and descriptions of Pittsburgh Plate Glass Company products in Sweet's Catalog Files.

★ Build it better with **Pittsburgh Glass**

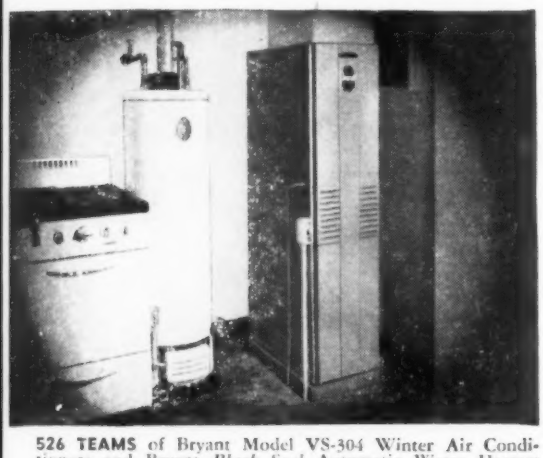
PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY



View of *Lewis Gardens Apartments,* Henrico County, Va.; *Architect,* W. H. Pringle, Richmond, Va.; *Builder,* Franklin A. Trice, Richmond, Va.

..of GAS ADVANTAGES beyond the city mains



526 TEAMS of Bryant Model VS-304 Winter Air Conditioners and Bryant *Black Seal* Automatic Water Heaters provide *Personalized Heating* at Lewis Gardens. LP-Gas for this equipment is supplied by Henrico Gas Service Corp., created especially to serve this project by E. O. N. Williams, President of Bottled Gas Corp. of Virginia, Richmond, Va.

There is a Bryant *Personalized Heating* system in each of the 526 suites at Lewis Gardens. Each family enjoys *independent, automatic control* of all heating in its own home. Indoor temperatures are as they want them, and there is no waste heat. There is always plenty of hot water on tap, too, for each family has its own *individual* hot water service.

For *management,* there are these benefits: *Personalized Heating* is maintained at low cost. It requires the supervision of only one man. Service or repair, if necessary, is *quickly* performed, for it is entirely local. There can be no general heating breakdown in the project.

Lewis Gardens is beyond the range of the Richmond city gas supply. Yet, its occupants enjoy the unmatched advantages of gas for *all four* important household services—heating, water heating, cooking and refrigeration. These advantages are provided by *liquefied petroleum gas,* supplied from a specially-designed central distribution system within the project itself.

Personalized Heating is the basis for this *all-gas* service. Operational economies of this equipment on LP-Gas help make possible a combined low rate for four services that will make its yearly cost to Lewis Gardens families comparable to or less than that of any other fuel or combination of fuels.

You will have a heating problem in your next project *beyond the gas mains.* Ask your Bryant Distributor to show you how you can solve it successfully with LP-Gas and *Personalized Heating.*



Let the pup be furnace man
... and water boy, too!

bryant

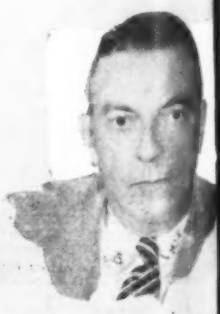
AUTOMATIC HEATING

BRYANT HEATER DIVISION
AFFILIATED GAS EQUIPMENT, INC.
Cleveland, Ohio — Tyler, Texas

"Bryant Personalized Heating Saved Space, Helped Make Four Gas Services Possible"

says FRANKLIN A. TRICE, Builder and Developer, Richmond, Virginia

"Economies provided by Bryant Personalized Heating helped make it possible to offer the advantages of LP-Gas for four services at an attractively low combined rate. And, considering that its space-saving feature was a truly great construction advantage, *Personalized Heating* was a happy choice for us."



Another Triumph of

BALANCE...

8" SAW Cuts 2¾" DEEP



New LOW PRICE $130.
Complete with Case and Rip Guide

New PORTER—CABLE Speedmatic 89

with More Power and other up-to-the-minute improvements

Speedmatic Saws have always been famous for *balance*—here's one that's going to be especially famous for *power*, also . . . *balanced* power!

The Speedmatic 89 is engineered to bring you everything you'd expect of the new, up-to-the-minute saw champion. You'll get heavier cutting—faster cutting—better cutting—longer life under tough conditions—ease of handling that means less fatigue. Test its performance—compare its features—demonstrate its balance—and you'll be convinced.

Here are Features that make Speedmatic 89 the Leading 8" Saw . . .

- Powerful, Compact, short-coupled motor . . . smooth, efficient helical gear drive to blade.
- Protecto Wall between saw and motor housing prevents sawdust or grit from entering motor.
- Motor ventilated by speed-draft turbine fan.
- Air blown through saw housing cools blade and keeps cutting line clear.
- Sawdust or grit exhausted through extra large, non-clogging vent in blade housing.
- Extra broad base for steadier rest.
- Blade at right of saw center . . . the operationally correct location.
- Center-of-balance, comfort-grip handle with trigger switch.
- Positive, spring-returned, hinged guard—wet sawdust can't pack in.
- Angle adjustment; dial graduations from 0° to 45°.
- Adjusting screw for depth of cut.
- Shock absorber behind arbor nut cushions blade engagement.
- Uses abrasive cutting wheel for tile, metal, etc.
- Single unit shaft and arbor.
- Furnished with 220 volt, AC-DC Motor—$135.00.

Ask your distributor to show you this great New Speedmatic in action. You'll want this saw on sight. See your distributor today, or write for full information.

Porter-Cable Machine Co.
1610 N. Salina St., Syracuse, N. Y.
Manufacturers of SPEEDMATIC and GUILD Electric Tools

Build with Confidence...



...Build with USG

THE GREATEST NAME IN BUILDING

There are U.S.G. products for every type of construction—and U.S.G. technical literature to assist the builder on every type of job. No matter what kind of building you are currently engaged in . . . no matter what type of construction your immediate problem requires . . . you'll find the products you need and the necessary technical data at United States Gypsum.

Every U.S.G. product—from its beginning in the great U.S.G. laboratories until its actual use—undergoes the most exacting tests known to the industry. Quality and performance are carefully measured and rigidly maintained.

That's why the U.S.G. crest has become the symbol of quality for America's builders. For almost fifty years, contractors have built with confidence when they have built with U.S.G.

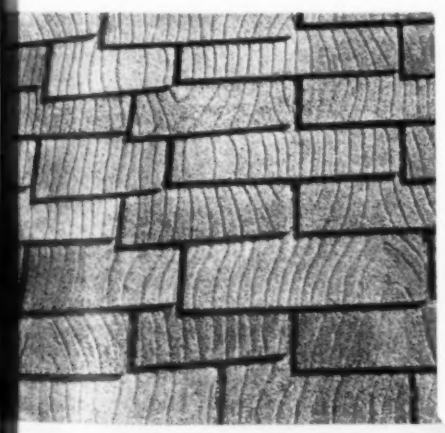
For the U.S.G. solution to your immediate problem, see Sweet's or your A.I.A. files. For further information call in your U.S.G. representative, or write United States Gypsum, Chicago 6, Illinois.

If your requirement is

OOFING MATERIALS

SG* Asphalt Roofing is always de-ndable, always incorporates all the search and practical experience of the st U.S.G. organization. The wide riety of materials in this United ates Gypsum product group includes ms for every roofing purpose.

Typical are the three USG Asphalt ingles shown below. Each is available a wide variety of beautiful colors and lends, each is evidence of the basic cellence of design of all USG Roofing.



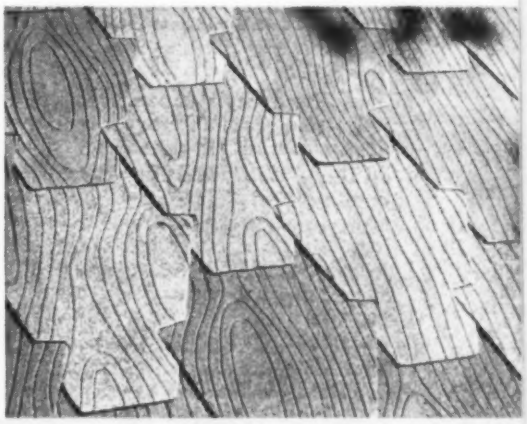
USG RANDOM TAB SHINGLES

Pleasing irregularity, deep shadow lines and beautifully blended colors are combined in these distinctive shingles . . . you get hand-selected effects at a strip shingle price! The finest ingredients are carefully employed in U.S.G. manufacturing processes to give you extra years of protection from fire, wear, weather!



USG THICK BUTT SHINGLES

Built for beauty that endures, they're tops in style, tops in protection! There's rugged beauty in every line . . . and in the deep, attractive shadows. Years of wear are built into every shingle. The thick tabs, extra heavy at the weather end where wear occurs, stoutly repel driving winds and drenching rains!



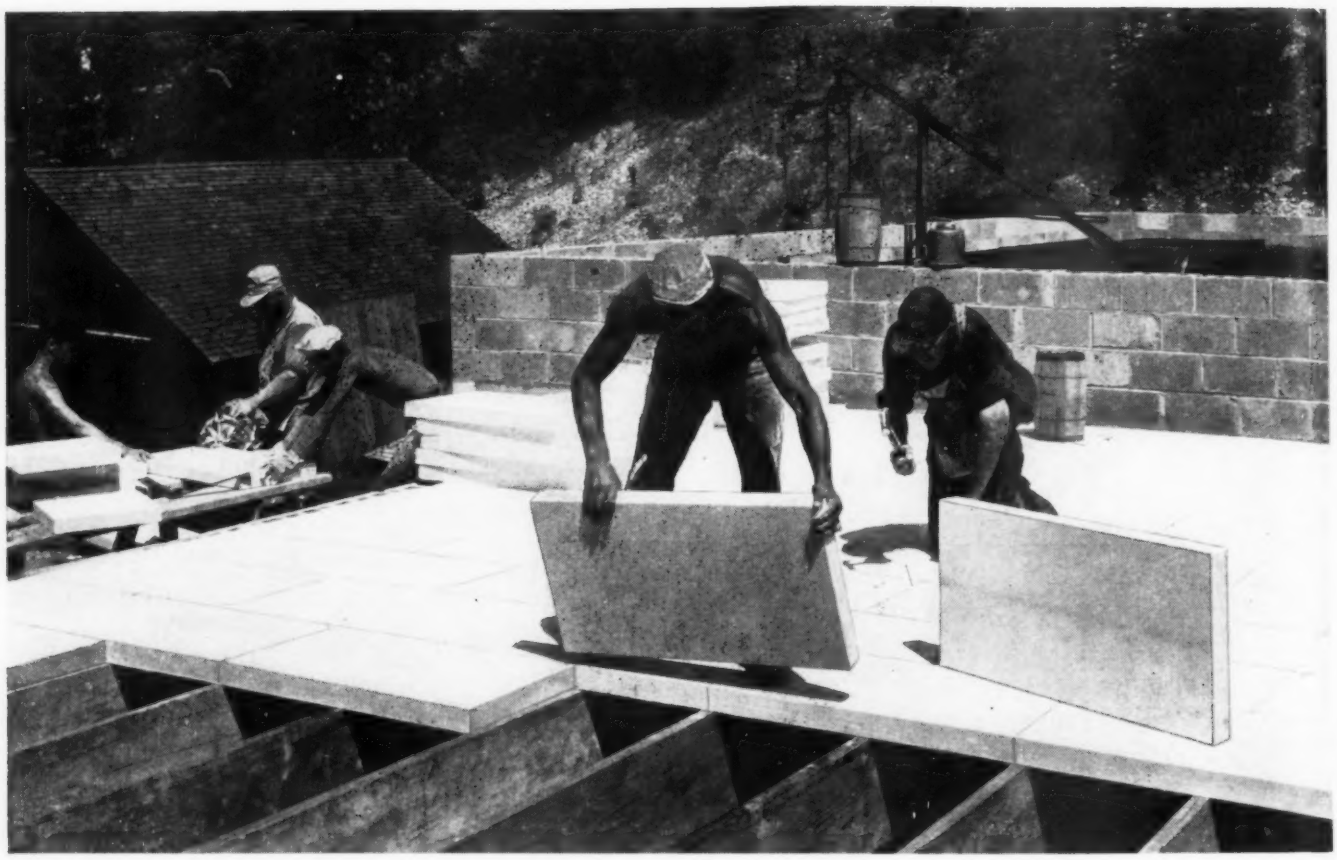
USG* SUPER-TITE* SHINGLES

SUPER-TITE Shingles are *super-safe* . . . because they're held down by a natural lock, plus 4 nails, producing five points of security. There's multiple coverage over the entire roof surface (100% double, 48% triple). The preferred shingle in high wind regions . . . an attractive, *super-safe* shingle in any climate.

*T. M. Reg. U.S. Pat. Off.

NEW INSULATING ROOF DECK

—EFFICIENT . . . LONG-LASTING . . . EASY TO CONSTRUCT



Village Hall, Twin Lakes, Wisc. Derald M. West, Architect

The photograph above tells you important facts about the modern deck material, Kaylo Roof Tile—

EASY TO CONSTRUCT—One man handles the lightweight (23-lb.) tile, which means fast, easy laying. Tile can be nailed to wood joists or laid on steel sub-purlins. If necessary, tile can be sawed on the job to fit.

STRUCTURALLY STRONG—Kaylo Tile has great supporting strength—more than many heavier roof deck materials. Tile and conventional roof covering form the entire roof.

Kaylo Roof Tile has other advantages that make it ideal for small or large jobs. It has insulating value equal to 1½-in. insulation board. It is made of materials which are non-combustible and permanent.

When you see Kaylo Roof Tile specified, or recommend it to owners, you can be sure of a roof deck that will be easy to construct and give lasting satisfaction.

Send NOW for FREE Sample



Mail the coupon below for a free sample of Kaylo Roof Tile and 12-page illustrated book showing construction details and giving complete information about this modern, tested roof-deck material.

KAYLO®

INSULATING ROOF TILE

OWENS-ILLINOIS GLASS COMPANY

Kaylo Division **Toledo 1, Ohio**

SALES OFFICES: ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI • DALLAS MINNEAPOLIS • NEW YORK • PHILADELPHIA • ST. LOUIS • TOLEDO • WASHINGTON

OWENS-ILLINOIS GLASS COMPANY

Dept. F-444, Kaylo Division **Toledo 1, Ohio**

Gentlemen: Please send me sample of Kaylo Insulating Roof Tile and descriptive book, without obligation.

NAME.....

FIRM NAME.....

STREET ADDRESS.....

CITY..... STATE.....

HOW TO *Pick a Winner* WHEN YOU'RE CHOOSING SIDES



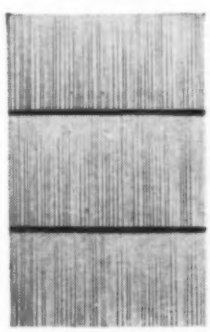
High Quality, Long Life and Low Cost make FLINTKOTE ASBESTOS-CEMENT SIDINGS Championship Material . . . either for New Construction or for Remodeling

Satisfied customers keep you in business. You can win and hold more of them by using Flintkote Asbestos-Cement Sidings. These modern siding shingles win friends for you with four important advantages.

1. APPEARANCE is spic, span and sparkling. The deep, stylized graining and trim design help you to combine interesting shadow effects with neat, clean-cut lines.
2. DURABILITY is built right into the shingles with the materials. Selected asbestos fibers and a high-strength Portland cement are combined with pigment under terrific pressure.
3. UPKEEP is almost non-existent. The sparkling beauty of these sidings remains unimpaired through years and years of exposure . . . they do not require painting to preserve their life.
4. FIRE SAFETY is unexcelled. Flintkote Asbestos-Cement Sidings are fireproof and termite-proof. They cannot rot, rust or burn.

So you see, with advantages like these, the odds are in your favor. Be sure *you* choose Flintkote Asbestos-Cement Sidings . . . either for new construction or for remodeling.
It's championship material!

STRAIGHT-EDGE TAPERTEX



WAVELINE WOODGRAIN

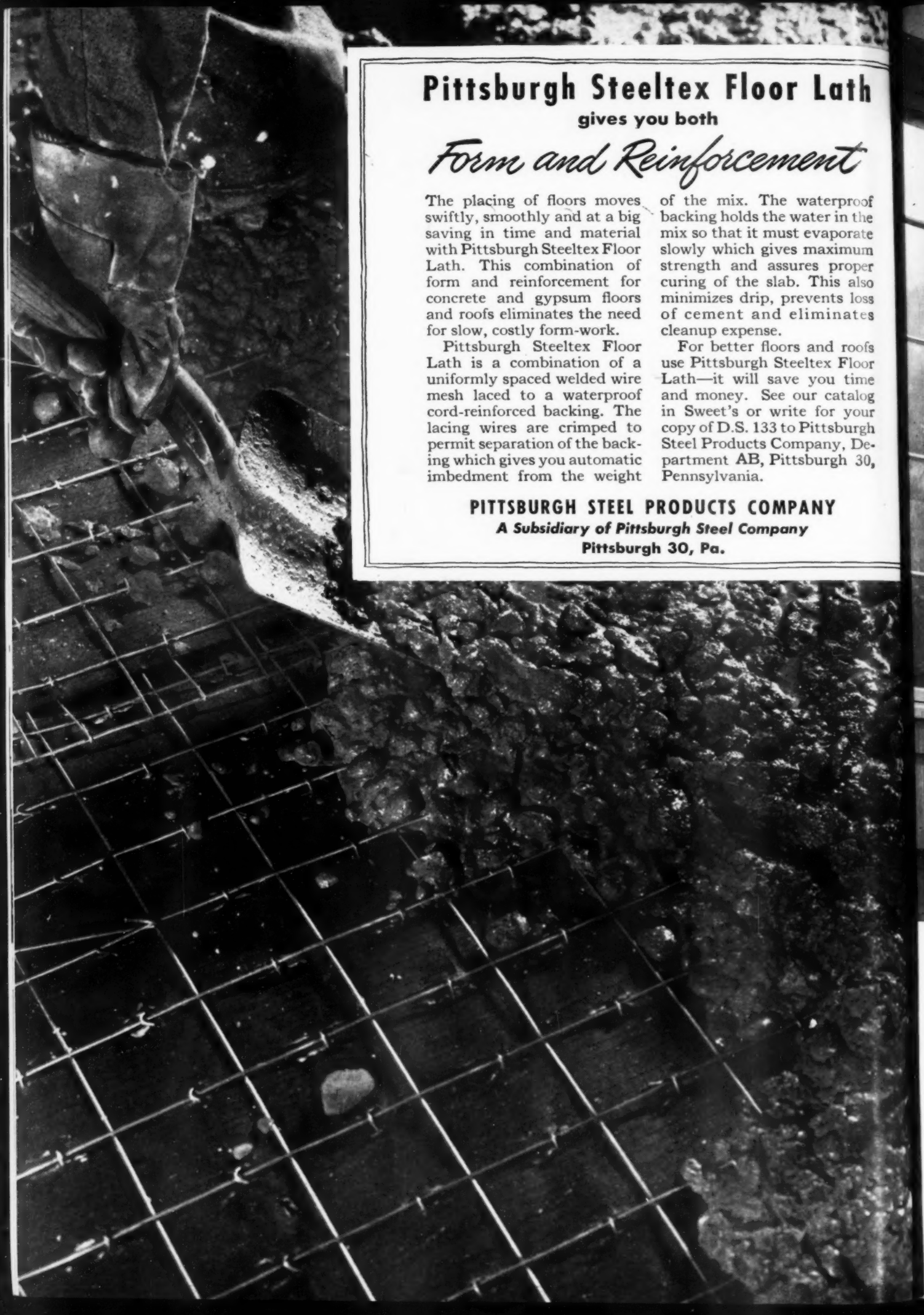


The two patterns above are among the most popular in the Flintkote line of Asbestos-Cement Sidings. Specifications for both: Pieces per Square, 57; Approximate weight per Square, 185 lbs.; Exposure, 10½" x 24"; Headlap, 1½"

THE FLINTKOTE COMPANY, *Building Materials Division*
30 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.

FLINTKOTE BUILDING MATERIALS

FLINTKOTE
the extra years of service cost no more!



Pittsburgh Steeltex Floor Lath

gives you both

Form and Reinforcement

The placing of floors moves swiftly, smoothly and at a big saving in time and material with Pittsburgh Steeltex Floor Lath. This combination of form and reinforcement for concrete and gypsum floors and roofs eliminates the need for slow, costly form-work.

Pittsburgh Steeltex Floor Lath is a combination of a uniformly spaced welded wire mesh laced to a waterproof cord-reinforced backing. The lacing wires are crimped to permit separation of the backing which gives you automatic imbedment from the weight of the mix. The waterproof backing holds the water in the mix so that it must evaporate slowly which gives maximum strength and assures proper curing of the slab. This also minimizes drip, prevents loss of cement and eliminates cleanup expense.

For better floors and roofs use Pittsburgh Steeltex Floor Lath—it will save you time and money. See our catalog in Sweet's or write for your copy of D.S. 133 to Pittsburgh Steel Products Company, Department AB, Pittsburgh 30, Pennsylvania.

PITTSBURGH STEEL PRODUCTS COMPANY

A Subsidiary of Pittsburgh Steel Company

Pittsburgh 30, Pa.



Andersen Casement Window Units in Sam Buron Home, Pine Bend, Minnesota

ANDERSEN Windowalls*

WINDOW AND WALL are one and the same as Andersen Casement Window Units are used with a center fixed sash of insulating glass . . . to form an Andersen Casement picture window unit.

All the functions of a window are fulfilled . . . opening up outdoor view, sunlight and fresh air. Yet, with weatherstripping, double glazing and superior sash and frame construction, the cold-air barrier function of a wall is also provided.

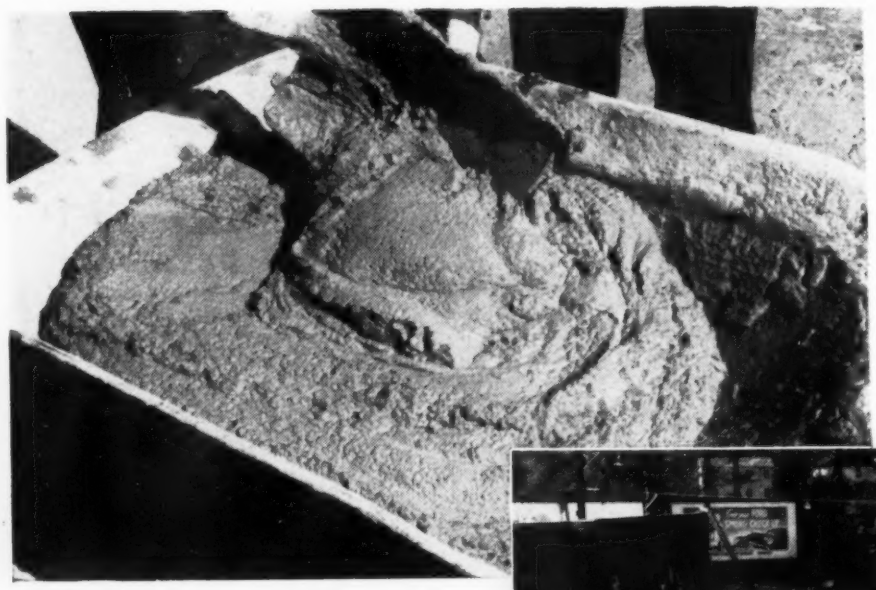
Specification data on ANDERSEN WINDOWALLS is in Sweet's Architectural and Builders' Catalogs, or will be sent by us upon request. See your local lumber or millwork dealer for further information.

*TRADEMARK OF ANDERSEN CORPORATION

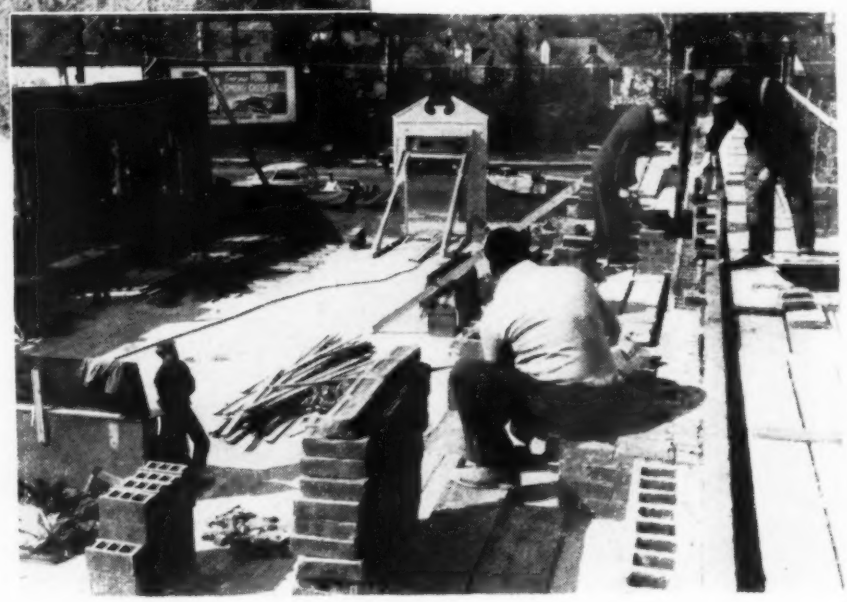
Andersen Corporation

BAYPORT • MINNESOTA

THEIR NAME IS *LEGION*



VETS BUILD THEIR OWN CLUBHOUSE USING LONE STAR MASONRY CEMENT



UNDER the leadership of experienced craftsmen in their membership, with local artisans lending a hand, veterans of Charles N. Bajart Jr. Post No. 1122, Yonkers, N.Y., are building their own clubhouse. And a smooth-running job it is—moving right ahead to Fall completion. First-class construction, too—with quality materials throughout. You'll travel far to find better-looking brick-work, for example.

Other things being equal, mortar makes or mars any wall, so LONE STAR MASONRY CEMENT is being used. This butter-smooth mortar that works easier under the trowel means well-bedded brick or block, with well-filled joints . . . high water retention keeps brick or block from absorbing water too quickly, assuring walls that are moistureproof, weather-resistant—enduring.

There's a Lone Star Cement for every construction need: LONE STAR MASONRY CEMENT for quality masonry . . . LONE STAR PORTLAND CEMENT for strong, durable concrete in all types of work . . . 'INCOR'* 24-HOUR CEMENT for top-speed construction with 50% less forms and important winter economies . . . LONE STAR AIR ENTRAINING PORTLAND CEMENT for highway work and other uses. The name LONE STAR on cement assures the utmost in quality and uniformity. *Reg. U. S. Pat. Off.



VETERANS MEMORIAL BUILDING
CHARLES N. BAJART, JR. POST, No. 1122,
AMERICAN LEGION, Yonkers, N. Y.
Commander: **WALTER J. HOPKINS**
Architect: **WILLIAM FARRELL,** Bronx, N. Y.
In charge of Construction: **WALTER SCHWARZER**
Lone Star Masonry Cement supplied through:
TORRE BUILDERS SUPPLY CO., Yonkers, N. Y.
YONKERS CONCRETE PRODUCTS, INC., Yonkers, N. Y.

LONE STAR CEMENT CORPORATION

Offices: ALBANY • BETHLEHEM, PA. • BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLIS • JACKSON, MISS. KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORFOLK • PHILADELPHIA • ST. LOUIS • WASHINGTON, D. C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 15 MODERN MILLS, 27,000,000 BARRELS ANNUAL CAPACITY

TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

Housing Starts Close to Record High

For three successive months the Bureau of Labor Statistics has estimated starts of new houses at or around the 100,000 mark. Starts for May totaled 95,000, June 100,000 and July 96,000. This brings the total for the first seven months of 1949 to 549,100 starts within four per cent of equaling last year's final count for the same period. It is likely that starts for the year may exceed 900,000, making 1949 the third largest year in housing history and very close to the record 1925 total of 937,000 starts and the 1948 total of 930,000.

Builders were cautious at the beginning of this year. Now many of them are expressing regret that they did not start out a little bolder since demand has exceeded their expectations. A recent survey by the Chicago Metropolitan Home Builders Association showed that all builders reported sales fully as brisk as in 1948, and down payments fully as substantial. Jobs in brackets around or below $11,000 with V.A. approval have been sold considerably in advance of completion. Builders have many sizable contract homes booked well in advance.

Situation Not Nation-Wide

This situation is not nation-wide of course. Reports for the first half of the year show big declines in residential permits in Baltimore, Dallas, Houston, Los Angeles, Memphis, Miami, Norfolk, Philadelphia and San Diego.

The drop in costs has been cited as the reason for continued activity in residential building. However, this has not been substantial. Roy Wenzlick & Co. figure that the national average cost of the standard six-room frame house has fallen from $14,261 to $13,666 since the third quarter of last year, a drop of slightly over 4 per cent.

In the St. Louis area, Wenzlick estimates that the total cost was $14,453 in August, 1948, and $14,344 in August, 1949, a decrease of only $109. The cost of lumber decreased $307 but was offset by increased prices of other materials.

United States Steel through Gunnison Homes, Inc., has made headlines with the announcement of a four-room house on a landscaped lot to sell at $6,300 or less. It is being introduced primarily to take advantage of the 95 per cent FHA mortgage insurance that applies when the appraised value of a house and lot does not exceed $6,300. The down payment can be as little as $350 with monthly payments running at about $37, including insurance and taxes.

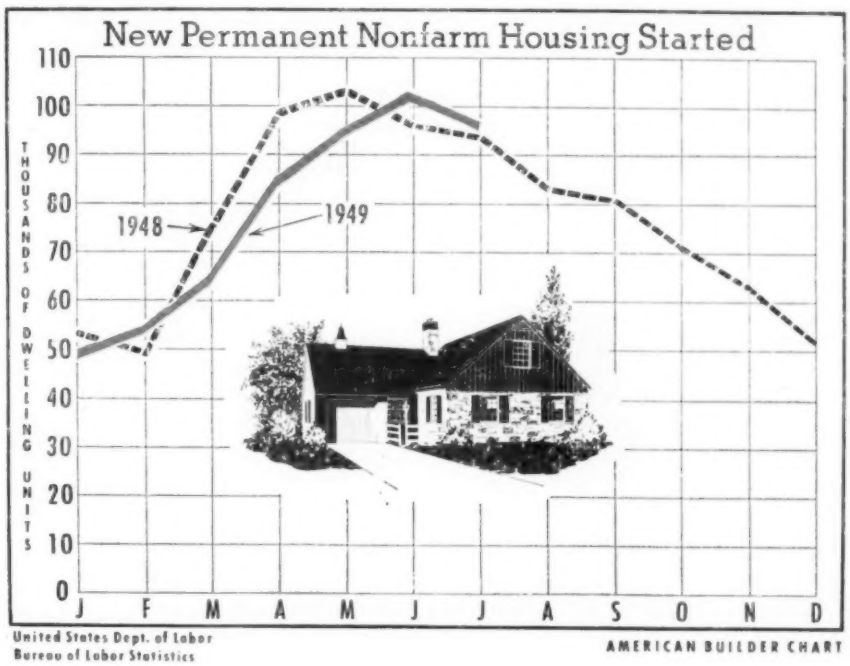
These houses will be within the means of families in the $35 to $40 a week income group. The houses measure 24 by 28 feet, are built of plywood panels and have a forced warm air furnace, complete insulation, and a streamlined kitchen equipped with double bowl sink and wall cabinets. Varied architectural designs will be used.

In numerous localities builders are offering houses that will give them the edge on the competition with Gunnison dealers, if it develops. In many others, houses at or near this price are unobtainable.

So far the prefabricated housing industry has, with few exceptions, been one of dismal failure. The ill-fated Wyatt plan of 1945 called for 600,000 prefabricated houses annually by 1947. Less than 50,000 were produced in each of the last two years. There is still a possibility that someone may yet be able to produce factory-built houses that will be adequate and at a price that the average wage earner can afford.

A successful operation of this kind could be a pace-setter for the entire construction industry. It could, in addition, stimulate activity and enlarge the market in the medium and upper priced brackets of home building.

Lumber dealers might stand to lose unless they became dealers in prefabricated houses. So far lumber dealers have generally steered clear of offers of dealerships by the more than 250 prefabricated housing firms that have sprung up in the last three years.



United States Dept. of Labor
Bureau of Labor Statistics

AMERICAN BUILDER CHART

Q. IS THERE AN EFFECTIVE WAY TO REDUCE BUILDING WASTE?



a. Yes—at one stroke you can lop off a big part of the building waste once considered "necessary." The answer is *modular design*—a practical plan by which building materials are manufactured to a standard 4-inch "module"—or unit of measurement. Builders who use such materials actually find it easier and quicker to build without waste!

ANSWERING YOUR QUESTIONS ABOUT MODULAR-SIZE WOODWORK

Q. HOW DOES MODULAR DESIGN REDUCE WASTE?



a. A recent housing survey shows that on jobs using non-coordinated building products, a substantial part of the materials delivered to the job are hauled away as waste. Modular design eliminates much of this waste, because modular-size building materials fit together without costly cutting, fitting and trimming on the site.

Q. DOES MODULAR DESIGN SPEED CONSTRUCTION?



a. Yes, modular design definitely speeds up the construction of any size or type of building. Modular-size woodwork reduces waste time and excessive labor costs.

Q. HOW DOES MODULAR DESIGN SIMPLIFY YOUR PURCHASING?



a. Under the modular system, one national standard now replaces the ten or more local or regional standards. Thus, jobbers and dealers are able to carry a better assorted stock for each locality served. Standard stock items are available from your local retail building material dealer.

Q. HOW DOES MODULAR DESIGN HELP YOU COMPETITIVELY?



a. By speeding and simplifying your building operations, modular design can give you an "edge" on competition. In addition, modular design helps you overcome buyer resistance. You can offer a quicker-built, lower-cost house.

For full information on standard sizes, designs, manufacturing requirements, preservative treatment requirements and grading rules, see National Woodwork Manufacturers Association Catalogs in Sweet's Builders' File.

NOW...THE VIRTUES OF WOOD PLUS MODULAR DESIGN!

To help you reduce building costs, modular sizes are now widely available in woodwork such as windows, sash, frames, screens and storm sash. Here is another advantage added to the long list which has made wood so popular as a building material! Wood windows, for example, help owners keep more comfortable while reducing fuel bills. Wood does not readily transmit heat or cold—acts as a natural insulator. Wood windows, too, lend themselves more readily to effective weather-stripping. Wood resists "sweating"—does not readily gather frost. Wood holds paint and other finishes lastingly—costs little to maintain. To enhance still longer the long life of wood, toxic preservative treatment at the factory adds extra resistance where staining, decay, insect attack or humidity are factors.

GET ALL THE ANSWERS . . . MAIL THE COUPON!

See your lumber dealer for all the facts about modular-size woodwork—or, clip this coupon and mail it for our free, illustrated folder.

NATIONAL WOODWORK MANUFACTURERS ASSOCIATION
332 SOUTH MICHIGAN AVENUE
CHICAGO 4, ILLINOIS

This seal of approval identifies woodwork products which meet NWMA minimum standards of toxic preservative treatment.

LICENSE NO. 000 TOXIC—PRESERVATION APPROVED NATL. WOODWORK MFRS. ASSN.

National Woodwork Manufacturers Assn.
332 South Michigan Avenue
Chicago 4, Illinois

Gentlemen: Please send me your folder, "New Savings for Builders."

Name.....

Address.....

City.....*Zone*.....*State*.....

DETROIT PUBLIC LIBRARY

4 color POST page *means* MORE JOBS FOR YOU!

NEW GOLD BOND INSULATION BOARD, TILE AND PLANK is featured in the remodeling story told in this colorful Gold Bond ad which appears in the Saturday Evening Post, October 1st. It is sure to attract store owners in your section and drives home the fact that modernizing need not be expensive. You'll want to recommend Gold Bond Insulation Board for two reasons: One, the variegated color blends give a pleasing, modern effect. Two, Tiles and Plank need no additional decoration . . . another saving. See samples at your local Gold Bond Lumber and Building Material Dealer . . . he carries the full line.



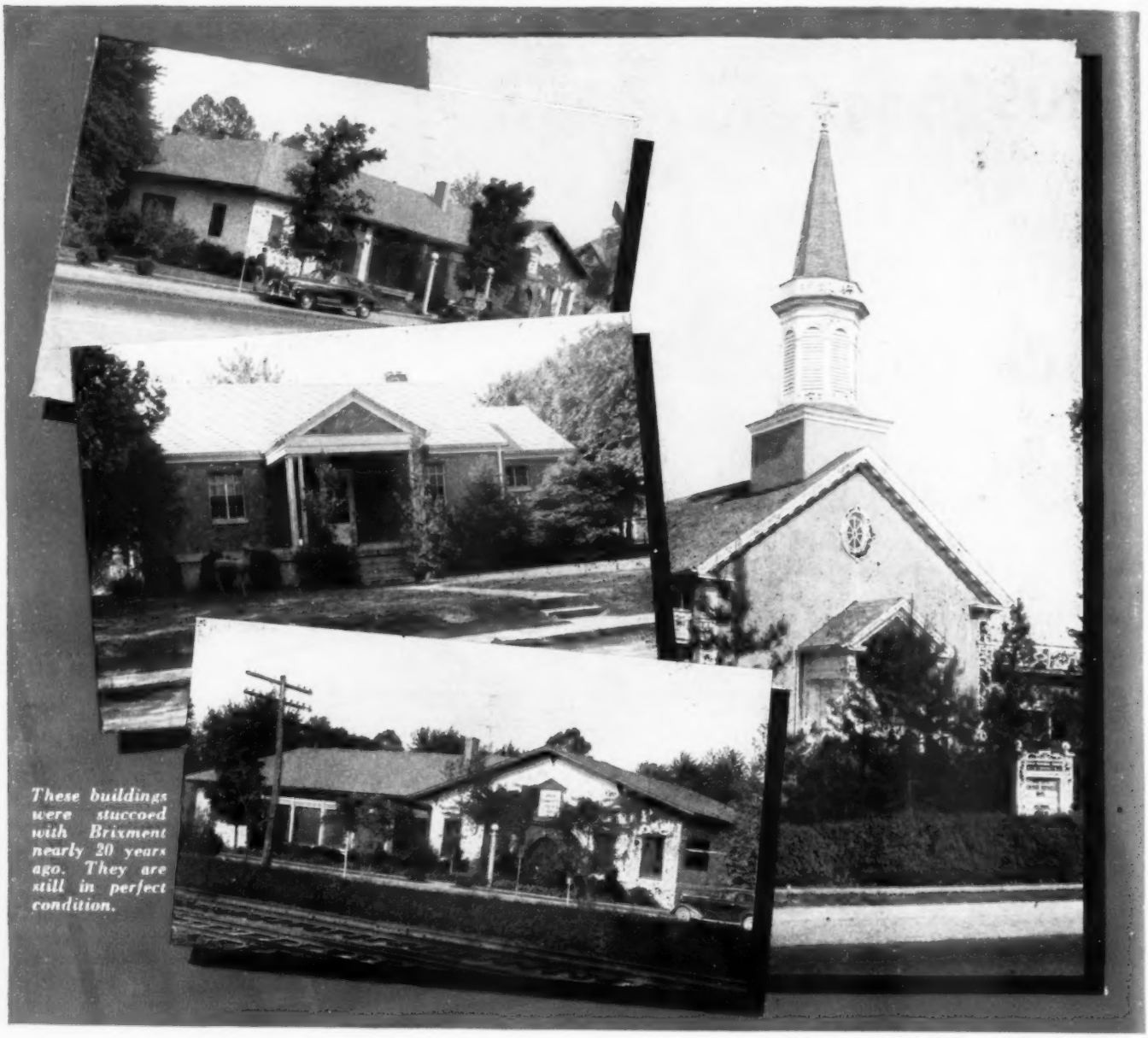
GOLD BOND INSULATION TILE AND PLANK for pleasing color value and surface finish! Various brands, identified only by number, were inspected by a jury of interior decorators, color stylists and architects. Result: Gold Bond was voted *first* in every case!

The interlocking edges of Gold Bond Tile and Plank permit stapler application which cuts installation time 50% ...completely conceals staples! For a 10 minute demonstration of this new method, or extra reprints of the Post ad in full color, write National Gypsum Company, Buffalo 2, N. Y.

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

Over 150 Gold Bond Products including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock wool insulation, metal lath products and partition systems, wall paint and acoustical materials.

You'll build or remodel better with **Gold Bond**



These buildings were stuccoed with Brixment nearly 20 years ago. They are still in perfect condition.

YOU'LL GREATLY PREFER BRIXMENT STUCCO, TOO!

More Brixment is used for *brickwork* than any other masonry cement on the market. Literally thousands of architects, contractors and bricklayers prefer Brixment to any other mortar material.

Brixment makes better, more economical *stucco*, too. It is more plastic and easier to apply. It is used in leaner mixes, hence reduces hair-checking and crazing. It is stronger, more weatherproof and more permanent than "workable mixes" of portland cement and lime.

Brixment can cut your costs and give you *better stucco jobs.* For proof, please ask your dealer (or write us) for a copy of the handbook "Brixment for Stucco and Plaster."

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY



News, Views and Comments

On and Off the Record

SALES—While the market for new houses was slow last spring, predictions were that the big pick-up would come in September. Some of the conservatives called it for October. Actually, it came in August, with the turning point in July.

CHICAGO—As early as last April the report was that the bloom was off the rose in the metropolis of the midwest. Observers from other parts of the country said that new houses were a drug on the market in Chicago.

TAINT SO—The fact is that most of the home builders in the Chicago area were sold out for the year by late August. Smart design, better construction and conviction on the part of the public that prices had leveled are the reasons. Volume in Chicago next year will equal if not surpass that of 1949.

WILSON WYATT—The former Housing Expediter was credited recently by officials of the Lustron company appearing before the House Banking and Currency committee with having gotten the company in the business. Whether or not that is a credit to Wyatt is questionable. Present indications might prove it to be one of Wyatt's many follies. Much apparently depends on how much more money the government (RFC) feels it must gamble or would like to gamble in the form of loans.

VITAL STATISTICS—Original private investment and apparently the only private cash investment in Lustron was $1,000. To that was added the revenue from the sale of 84,000 shares of stock at $10 and 30 million dollars of government money—the taxpayers advanced it without being consulted.

VITAL RESULTS—By mid-summer Lustron, geared to produce 1,000 houses a month, was reported to be producing about half that amount with 3,100 employes. The company also owned 600 trailer trucks for delivering houses. About 1,250 houses had been produced at a net loss of $14,750,000.

VITAL NEEDS—Lustron stated that they needed more millions of dollars—taxpayers' dollars, that is—for working capital. The taxpayers will not be asked whether they want to liquidate the operation and take the loss, or gamble some more millions. Chances are that the government heads who inherited the headache from Wyatt will feel that they have to stay with the ship.

RFC LOANS—Some cynic has advanced the dark suspicion that possibly RFC in granting loans to builders may make a condition of the loan the willingness of the builder to take a few hundred or a few thousand Lustrons, and include them in a development.

EXPERIENCE—It indicates that there is no proof that RFC loans to prefabrication companies have kept them in business. Most of the prefabrication companies so helped appear to have gone bankrupt already or to be perilously near it. At least a fourth of them held up only as long as the RFC money held out.

PREFABRICATORS—Dozens of them are working on their own money, have never had a government loan, and appear to be doing all right.

PREDICTION—How would you like to see a tenant's strike on the part of renters in public housing developments? A strike of a small organized minority against the taxpayers who are supporting the occupants of public houses? A strike because of an upward adjustment in rents or dissatisfaction with the decorating or the landscaping? Or just a rent strike because there is a rumor that rents will be increased? They have them in England. Sometime in the next five years we will have them here. And what do you suppose the politicians who need those votes will do about it? Why, they will just leave the rents where they were or do whatever the strikers want, and then raise the taxes on those who pay their way.

"Your insulation [Infra] prevented the fire from spreading"

From a letter from Ralph M. Fishel & Co., Denver, Colo., insurance and private banking.

BECAUSE INFRA INSULATION Emits Only 3% of Heat Rays Is Metal with a 1250°F Melting Point *(Furnace Heat is Only 750°F)*

INFRA IS A REAL FIRE STOP

Infra's surface absorbs only 3% of heat rays—97% is rejected! Infra emits, on the opposite surface, only 3%. That is one reason why Infra is so efficient in preventing wasteful — or dangerous — heat flow. Summer or winter, Infra keeps heat in its proper place.

Infra Insulation uses 99.5% pure aluminum made in accordance with Infra's own, special emissivity specifications. The fiber partition, which creates multiple air spaces and reflective surfaces, is flame, mold, and vermin proof.

INFRA C FACTORS AND ROCKWOOL EQUIVALENTS

C.052 Heat Flow Down, equals 6" Rockwool.

C.093 Heat Flow Up, equals 3-1/2" Rockwool.

C.10 Lateral Heat, equals 3-1/3" Rockwool.

WRITE INFRA

for details and for free copy of "Bulletin No. 38" of the National Housing Agency of the Government, reporting tests of Aluminum Insulation made by the Bureau of Standards and dealing principally with the problems of condensation and of heat and vapor transfer. Address Dept. AB.

Multiple Accordion Aluminum Triangular Reflective Air Cells

Infra 10 MURRAY ST. NEW YORK, N. Y.

INSULATION, INC.

Yes! Celotex Insulating Sheathing is DOUBLE-WATERPROOFED

The Exclusive Celotex Way



1 WATERPROOFED INSIDE!

Every one of the millions of tough cane fibres which make up its insulating core board is coated with a waterproofing agent during manufacture.

2 WATERPROOFED OUTSIDE!

This remarkably strong, durable insulating board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

HERE'S PROOF of the kind of performance that has made Celotex the Greatest Name In Insulation. In a recent letter, Mr. A. J. McMullin, President of the Olean Lumber & Supply Corp., Olean, N. Y., wrote:

"Our Company applied the regular ½" Celotex Board on the exterior of our mill in 1922. No siding of any kind was applied over the Celotex Board, and consequently it has been subjected to all kinds of weather, including rain, snow, summer sun, and even a flood, when the Allegheny River went on rampage in 1942. It has given very satisfactory service for 27 years and we have no intention of replacing it, as it is still in good condition and as good as anything we could replace it with."

★ Yes, *double-waterproofed*, yet it has more than twice the vapor permeability advocated by government agencies!

★ Safe even under severe exposure during construction! Even cut edges are highly resistant to moisture penetration.

★ Enables contractor to resume work more quickly after the heaviest rain, thus cutting costly delays.

★ Protected against dry rot, termites, and fungus by the exclusive Ferox process.

★ Combines exceptional structural strength and rigidity with high thermal insulation.

★ Builds and insulates, all at *one* low cost, yet costs no more than ordinary sheathing.

★ Write today for full details!

Double-Waterproofed

CELOTEX
REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

CELOTEX INSULATING SHEATHING



FOSTER HUMFREVILLE
FAMOUS COLLIER'S CARTOONIST

"No, Homer, you don't have to get inside to see if the light really goes out—now that

Everything Hinges on Hager!"

HAGER HINGES

© 1949

C. HAGER & SONS HINGE MFG. CO. • St. Louis, Mo.

FOUNDED 1849 — EVERY HAGER HINGE SWINGS ON 100 YEARS OF EXPERIENCE



HOME BUYERS ARE TALKING



... of course, it's Electric!

Home buyers *will* talk about your houses, and the way to get them talking favorably is to include the kind of cooking equipment more people want—modern Electric Ranges!

The trend to Electric Cooking is proved by the fact that another million American families switched to it last year.

So build houses that are modern today and will stay modern for years to come. During construction, include wiring for an Electric Range, leading to a range outlet in the kitchen. An Electric Range, like electricity itself, is now a "must" in every modern home!

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N.Y.

ADMIRAL • COOLERATOR • CROSLEY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

Follow the trend... WIRE YOUR HOUSES FOR ELECTRIC RANGES



Another 1,000,000 American families switched to Electric Cooking last year

EDITORS' Round Table

AUGUST, with its heat and humidity, apparently dulled the critical approach to reading that seemed to characterize most readers during the more temperate months. Reason for this observation is the lack of letters pointing out shortcomings. Nobody found anything to complain about. Or if something was found nobody said anything about it.

OF COURSE, after what amounted to a relative avalanche of mail to the "squawk desk" after the July issue, the editors got together and took each other apart. Maybe there was nothing in the August issue that was not absolutely accurate.

AND THEN, it may be that like baseball pitchers, editors have their good times and their bad times, and that August was one of the good ones.

FACT IS, there were a few letters commenting on the August issue, but all of them were commendatory.

FOR INSTANCE, one came from an advertiser. He was quite surprised at what happened as a result of a small advertisement in the July issue. Among a batch of inquiries received in response to the advertisement was one from Honolulu. Said the advertiser, "We are writing to you about this because it is rather rare when an institutional advertisement occupying relatively small space produces inquiries. We have a hunch you might properly counter with a suggestion that if *American Builder* gets results from small space, think what may be expected if a page or a half-page were used. Some day we hope to be in a position to test the theory."

WE HOPE SO, too, because we are sure that the test will produce results. In its nearly three-quarters of a century as the leading building paper, *American Builder* has seen many advertisers start with small space, and in large measure because of that advertising, develop into regular users of pages.

THAT MIGHT sound like editors using their Round Table space to solicit advertising or at least to pro-

(*Continued on page* 57)

THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S...

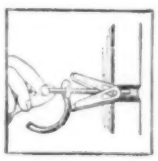
IN NEW BUILDINGS OR OLD...



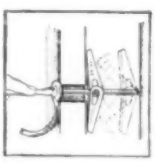
PAINE
Spring Wing
TOGGLE BOLTS
cut fastening and hanging costs

Whether you are building a new home or office or are repairing an old building you'll have no fastening problems if you use Paine Spring Wing Toggle Bolts. Spring Wing Toggle Bolts provide a secure and permanent fastening in hollow walls and ceilings and other hollow spots where it is impossible to reach the other side. They may be used in wood, gypsum, marble, lath and plaster, tile and sheet rock. They are especially useful for installing heavy shelves, partitions, wall mirrors, lights, and plumbing fixtures.

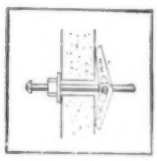
For the big user, try Paine's Toggle Bolt Clamp that grips the bolt when it is to be tightened, so it can be tightened with a screwdriver. It cuts installation time in half and saves the mechanic's fingers. Get Paine Toggle Bolts from your supplier today.



Just drill a hole. Unscrew wing. Put bolt through item to be fastened. Thread wing back on bolt. Push wing through hole.



The wing springs open when through hole. Pull on bolt while tightening to prevent wing turning.



When hanging objects that must be moved periodically, use a nut and washer as shown above.

THE PAINE COMPANY

2959 Carroll Avenue Chicago 12, Illinois

PAINE
ANCHORS HANGERS
Superior Features
BUILDERS SPECIALTIES

OTHER PRODUCTS

Spring Wing Toggle Bolts
Expansion Anchors
"Sudden Depth" Drills
Wood Screw Anchors
Pipe and Conduit Clamps and Straps
Hanger Iron, perforated
Expansion Shells
Star Drills
Malleable Shields
Special Hanging and Fastening Devices



WRITE FOR CATALOG



Anyway you look at it...

THE NEW IMPROVED Janitrol GAS-FIRED UNIT HEATERS have everything

★ NEW SMART APPEARANCE
★ NEW DESIGN FEATURES
★ PROVEN PERFORMANCE
★ LONG LIFE CONSTRUCTION
★ EASY SERVICEABILITY

A. G. A. Approved for all gases including L. P.



Field engineering helped build Janitrol's new, advanced line of Unit Heaters.

Valuable user performance data and field service information were correlated over a three year period as a guide to determine the most practical improvements required for better industrial and commercial heating. Then the actual design and construction improvements in the new Janitrol Unit Heater line became the responsibility of Surface Combustion engineering staff.

This policy of analyzing all practical heating requirements first has resulted in equipment with far greater user acceptance. So, you can count on Janitrol for not only advanced design and efficiency but also for practical, easy maintenance under all kinds of rugged operating conditions.

Because more and more Janitrol Unit Heaters are being installed by retailers, in places of amusement, restaurants, and all kinds of service businesses, special attention was given to smart appearance and compactness.

In most cases Janitrols will be found to be more compact and to provide more headroom than other equipment. Write today for complete specifications and installation data.

A FEW OF JANITROL'S MANY OUTSTANDING FEATURES

★ New Cartridge Type Ribbon Burners: Designed for easy removal and interchangeability for different type gases, special chrome alloy steel for high temperature and corrosion resistance. Separate burners for each heat exchanger make for high efficiency and even heat distribution.

★ Improved, Long-Life Tubular Heat Exchangers: High efficiency of Janitrol's unique design makes possible extreme compactness. Interior suspended alloy steel turbulators accelerate heat transfer. Improved vertical design minimizes dust and dirt collection, contributes to better air flow.

★ Improved, Automatic Pilot: New actuating lever and switch design assures long life, positive operation. While pilot is more positively positioned, assembly can be removed in a few seconds.

★ Combination Fan and Limit Control: Only Janitrol provides dual overheat safeguard as standard equipment, in case of stuck gas valve fan continues to dissipate heat preventing damage to unit or adjacent area.

★ Motor and Fan Assembly: Resilient mountings minimize vibration and noise. Overlapping blade type fans provide maximum air velocity with quiet operation. Direct-a-Flow housing provides uniform airflow over entire unit.

★ Smart, Quality Appearance: Smooth dark grey hammerloid baked enamel finish on steel casing fits unobtrusively in most surroundings. Bottom panel is hinged for opening without removal for inspection of burners and bottom of heat exchangers.

SURFACE COMBUSTION CORPORATION • TOLEDO 1, OHIO

EDITORS' Round Table

(*Continued from page 55*)

mote it. Maybe it is, but the whole thing started simply as an acknowledgment of a letter to the editor.

SPEAKING OF ADVERTISING, you never can tell how long a given advertisement will continue to pull. That goes for newspaper advertising placed by builders and dealers just as well as it goes for manufacturers who place advertisements in *American Builder*.

FOR EXAMPLE, a letter was written to our office on August 26 of this year. It came from a lumber and building material dealer, and said in effect that "some time ago" the dealer had purchased from *American Builder* some signs for erection on building jobs. He wanted some more of them. Our reply was that he must have us confused with someone else. We have no signs of any kind for sale. The dealer came right back and insisted that he had purchased the signs from *American Builder* as a result of an advertisement in the magazine. An exhaustive search revealed that before the time of anyone now actively connected with the staff the signs actually had been advertised and purchased as the dealer insisted.

ACTUALLY, the "some time ago" mentioned by the dealer was the year 1925, just 24 years ago. While it is a little unusual to get a reply to an advertisement 24 years after it was run, it is not unheard of. Thus, the point that you never can tell when the results will come or how far-reaching they will be.

THERE ARE CASES continually of builders who receive customers in their offices in response to advertising run before the war. People save the ads against the time when they will be ready to build, and then follow through on them.

THEN THERE IS the classic case of the retail lumber dealer who advertised a roofing material. Thirty-one years later a prospect showed up at the lumber yard with the old ad, and wanted the material. In this case the advertised material had been changed and improved so much that the retailer had to do another selling job on the prospect.

(*Continued on page 59*)



8-FT. LENGTHS

NOT "PIPE DREAMS" ...BUT FACTS!

Facts that Prove Bermico Can Slash Your Building Costs

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What's more, Bermico is rootproof and watertight . . . unaffected by atmospheric extremes. And the smooth uniform bore delivers a high capacity water flow.

Each length of Bermico must measure up to a strict and unvarying engineering standard. That explains why millions of feet of Bermico are now serving in house-to-sewer connections, septic tank disposal and drainage systems.

For the *full* story of how Bermico Sewer Pipe can cut costs, boost profits, streamline *your* effort, write to: Dept. A-110, Brown Company, 500 Fifth Ave., N. Y.

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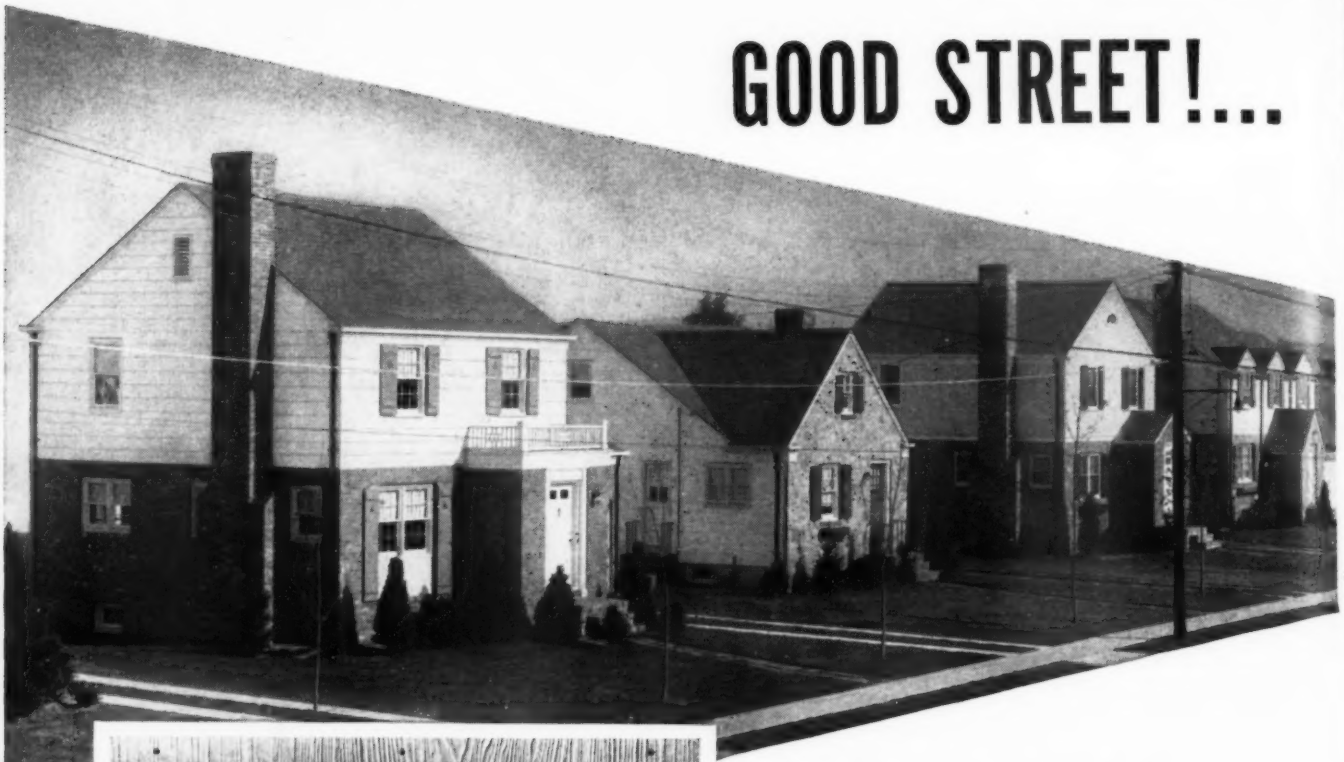
ROOT-PROOF JOINTS

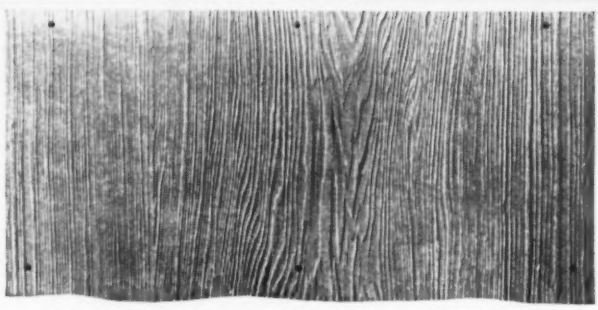
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The Siding: K&M No. 57 White and Graytone

distinguished by K&M "Century" SIDING

By using K&M "Century" Asbestos-Cement Siding on all these fine homes, the builder has equipped them with two great basic sales features:

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2. Every buyer can see that community property values are enhanced by the entire project's fine, harmonious character.

Both these values will endure. For the cypress-grained, weathered finish of K&M "Century" Siding will always look younger than its age. It will balk weather's worst moods. It won't rot, nor feed flames, rodents and termites. Not even paint is needed.

What a list of talking points, when you recommend this K&M Siding! And for you it saves labor. You can make speed and get a uniformly sleek job with the easily handled 12" x 24" units. That's how K&M "Century" Asbestos-Cement Siding helps you to quote right and deliver quality.

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K&M best in asbestos ®

KEASBEY & MATTISON
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EDITORS'

Round Table

(*Continued from page* 57)

SEPTIC TANKS are in the news again. Mr. W. L. Dodds writes as follows: "I note in the Editors' Round Table August issue Mr. Foss' criticism of my "How to Do It" article in the June issue. After checking, I'll have to plead guilty to his charges.

"**WHAT** I was trying to put across was not how to build a septic tank, but how to construct the deadfall type of form to pour the top. I made the drawing hurriedly and failed to check on the size when I put it down. We govern the size according to the FHA specifications, whether for one bathroom or two, and figure 231 cu. in. to the gallon. Thus the tanks would be deeper for the depth of the cube if measured from the average water level rather than the top of the form.

"**WE HAVE BUILT** these tanks, varying from 400 to 700 gallons over a period of several years, and I know of only one that had to be cleaned. And that was caused by placing the opening from cell one into cell two a couple of inches too high. The surface mat in cell one blocked the opening. As I mentioned before, the deadfall form was what I was trying to get across. Next time I'll check *all* details."

A BUILDER in Winnipeg, Canada, wrote, "As you may be aware, the construction of 'slab' houses in the Winnipeg area in the past has been on an experimental basis only, due to the unpredictable nature of our peculiar soil conditions. Not more than half a dozen such houses have been built in this locale. Due, however, to the increasing interest being shown in 'slab' construction by Winnipeg builders, the availability of engineering data on this type of construction is becoming more and more necessary. Because of the large number of 'slab' houses being built in the U.S.A., I felt that your office might be in a position to supply such information or advise me where I might obtain same."

THE INFORMATION, plus additional sources were supplied. It occurred to the editors, however, that others might want to be of assistance to the Winnipeg builder. If so, we'll be glad to pass on to him any suggestions that come in.

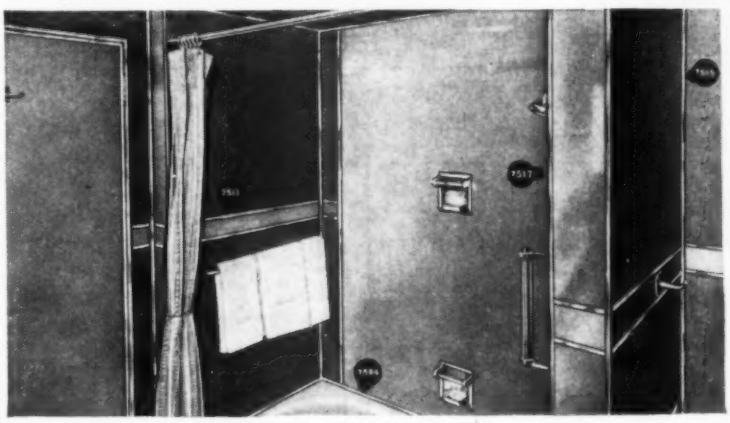
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"In the building business we face this one every day: "Keep costs down—but maintain quality!" (A challenge we invariably meet.) That's why we always specify CHROMTRIM. We know that CHROMTRIM metal mouldings are available in all popular shapes . . . easy to install . . . perpetually beautiful. Best of all their low cost is matched by their high quality. Yes, that's all we need to put the finishing touch to any job!"



METAL MOULDINGS ARE MONEY-MAKERS!

Just watch YOUR sales soar and profits pile up with CHROMTRIM metal mouldings. Here's the ECONOMY LINE, completely fabricated and produced under one roof, using modern assembly line methods. Cut to convenient lengths and individually wrapped to preserve its lustrous finish, easy to handle—easy to sell . . . here's complete, lasting satisfaction for you and your customers. No wonder CHROMTRIM is the first choice with contractor, dealers and mechanics from coast to coast!

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For home is where husbands and wives put their heads together to discuss ideas (and brands) that will improve their living—whether they're building, remodeling or putting in new equipment.

That's why more than 3,000,000 select, home-conscious families turn to Better Homes & Gardens every month.

Here, in 100% service editorial and advertising columns, they find the information they want that will make their good homes even better. (In the building classification, BH&G leads all major magazines in editorial linage and advertising revenue.)

Moreover, these families have the money to purchase the very best—and their buying decisions range all the way from water heaters and thermostats to shower heads and insulation.

It's a safe bet that your job of selling BH&G-advertised brands will be an easier one when these pre-sold customers walk into your store.

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Knapp-Monarch Liquidizer
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Motorola Television
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**Typical editorial titles from Sept. and Oct. issues of BH&G.*

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A SCREENED MARKET OF MORE THAN 3,000,000 BETTER HOMES

These brands are being pre-sold to more than 3,000,000 top decision-making homes in Better Homes and Gardens . . . July, August, September and October issues

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Westinghouse Roaster Oven
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Westinghouse Vacuum
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Whirlpool Washer
Youngstown Kitchens Electric Garbage Disposer
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Matico Asphalt Tile
Pabco Linoleum
Sandran
Sloane Linoleum
Wright Rubber Tile

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Atlas Saw
Burgess Vibra-Sprayer
Dic-A-Doo Paint Brush Bath
Duco Cement
Emrick Tools
Home Utility Tools by Black & Decker
Mortell NoDrip Tape
Plastic Wood
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Smooth-On Cement
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Anchor Fence
Badger Traverse Rods
Cyclone Fence
DripNot Toilet Tank Tray
Eddy E-Z-Y Ash Scoop
Hall-Mack Fixtures
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Inner-Seal Weather Stripping
Kintrim Metal Molding
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Institute of Boiler & Radiator Mfrs.
Iron Fireman
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Oil-O-Matic
Petro
South Wind
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Trane
Waterman-Waterbury
Winkler Stoker

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Dust-Stop Air Filters
Firedaire Fireplace
Hancock Outdoor Fireplace
Heatform Fireplace
Heatilator Fireplace
Honeywell Controls
Majestic Fireplace Form
Price Fireplace Form
Robertshaw-Fulton Controls

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Balsam-Wool Celotex
Eagle-Picher
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Homasote
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Crane
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Arkansas Soft Pine
Douglas Fir Plywood
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Crawford "Marvel-Lift" Doors
Curtis Prespine Doors & Cabinets
Eagle-Picher
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American Home Root Eliminator
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Burks Water Systems
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Flint & Walling Water Systems
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Goulds Pumps
Goulds Water Systems
Kohler Fixtures
Morton Cabinet Sinks
Orangeburg Pipe
Penberthy Sump Pump
Roto-Rooter Service
Ruud Water Heater
Smithway Water Heater
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Cleveland House Plans
Lewis Homes
Orlyt Greenhouse

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Armstrong's Temlok Interior Finish
Marlite Panels
Nu-Wood
Upson Panels

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Hastings Alumitile
Imperial Wallpaper
Marvalon
Nancy Warren, Division of United Wallpaper, Inc.
Sandran
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Wall-Tex

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Majestic Garbage Receiver
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POINT OUT to your customers the brands "seen in BH&G." For your supply of free display cards—check list above for the brands you stock—then mail with your name and address to: MERCHANDISING DIVISION, BETTER HOMES & GARDENS, DES MOINES 3, IOWA.





DEMONSTRATION: by nature
SHINGLES: by Ruberoid
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The bigger the storm, the more dramatic the proof of Tite-Ons' ability to give maximum roofing protection.

Here's the camera account . . . as recorded after a tornado in central Indiana last spring. Look closely at the roof: *Not a single Tite-On has come loose!*

Storm or not . . . Tite-Ons, with their patented interlocking design, always provide more *safe* roofing years per dollar . . . hence turn more home-owners and farmers all over the country into *live* prospects . . . and get more business for Ruberoid dealers and contractors.

RUBEROID

Tite-On Shingles

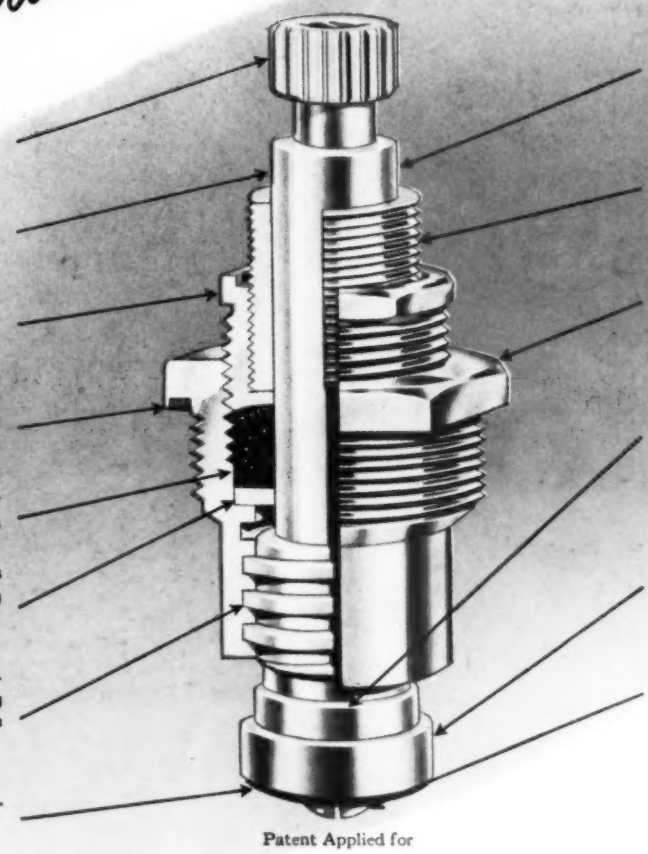
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More and more Builders:

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STANDARDIZED BROACHING . . . all styles of handles fit this one standardized broaching.

LARGE DIAMETER STEM . . built to withstand rugged use.

PACKING NUT . . . adjustable to compensate for wear of the stem packing.

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STEM THREAD . . . heavy Acme-type double thread for long wear. Means faucets open and close quickly.

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PROTECTED SWIVEL JOINT . . . exclusive Eljer design. Protecting curtain gives easy operation with feel of "ball-bearing" action.

SWIVEL DISC HOLDER . . . prevents turning of washer on valve seat. Gives easy, tight closing. Avoids wear and dripping. Adds greatly to life of seat and washer.

WASHER SCREW . . . readily removable for replacing washer.

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AND with ELJER Plumbing Fixtures . . .

. . . you can be sure your clients will obtain *extra value* from the single source of responsibility. Too, they will appreciate the long-life styling, superb quality and extra conveniences of Eljer Plumbing Fixtures . . . and there is a size, type and design of fixture for every requirement.

As advertised in the POST

In 1949, Eljer advertising in consumer magazines, like The Saturday Evening Post will reach 115,000,000 readers, many of whom will want Eljer Fixtures. Some of them will be your clients.

ELJER EQUIPPED HOMES DO SELL FASTER BECAUSE



YOU'LL ENJOY THE *extra features* OF ELJER FIXTURES



The soft, matching colors or immaculate whiteness of Eljer Fixtures mean lasting beauty in your bathroom, but you'll especially appreciate these *extra features.*

Eljer's Legation Bath has a generous end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step over and ideal for bathing children. Tub bottom is flat, for safety's sake . . . and all parts are within easy reach for cleaning. Thick, vitreous enamel, fused to *rugged, rigid cast iron,* gives a lustrous, satin-smooth finish.

In Eljer Vitreous China Lavatories, the overflow outlet is concealed under the front, anti-splash rim, leaving the back of the basin smooth and beautiful. The sparkling, glass-like finish resists stains and is impervious to the effects of all ordinary acids.

Vitreous China Water Closets, made by Eljer, operate as silently as a whisper, effectively and efficiently.

Your Plumbing Contractor or Builder will help you select the exact Eljer Bathroom, Kitchen or Laundry Fixtures you would like. For free booklet, "Designed for Living", write Eljer Co., Box 192, Ford City, Pennsylvania.

Eljer's beautiful, chrome-plated brass fittings feature new, exclusive construction principles that assure long, satisfactory service. All wearing parts are easily renewable. Just another reason for specifying Eljer Fixtures with Eljer Brass, in kitchen, bathroom and laundry.



MANUFACTURERS OF FINE PLUMBING FIXTURES SINCE 1904

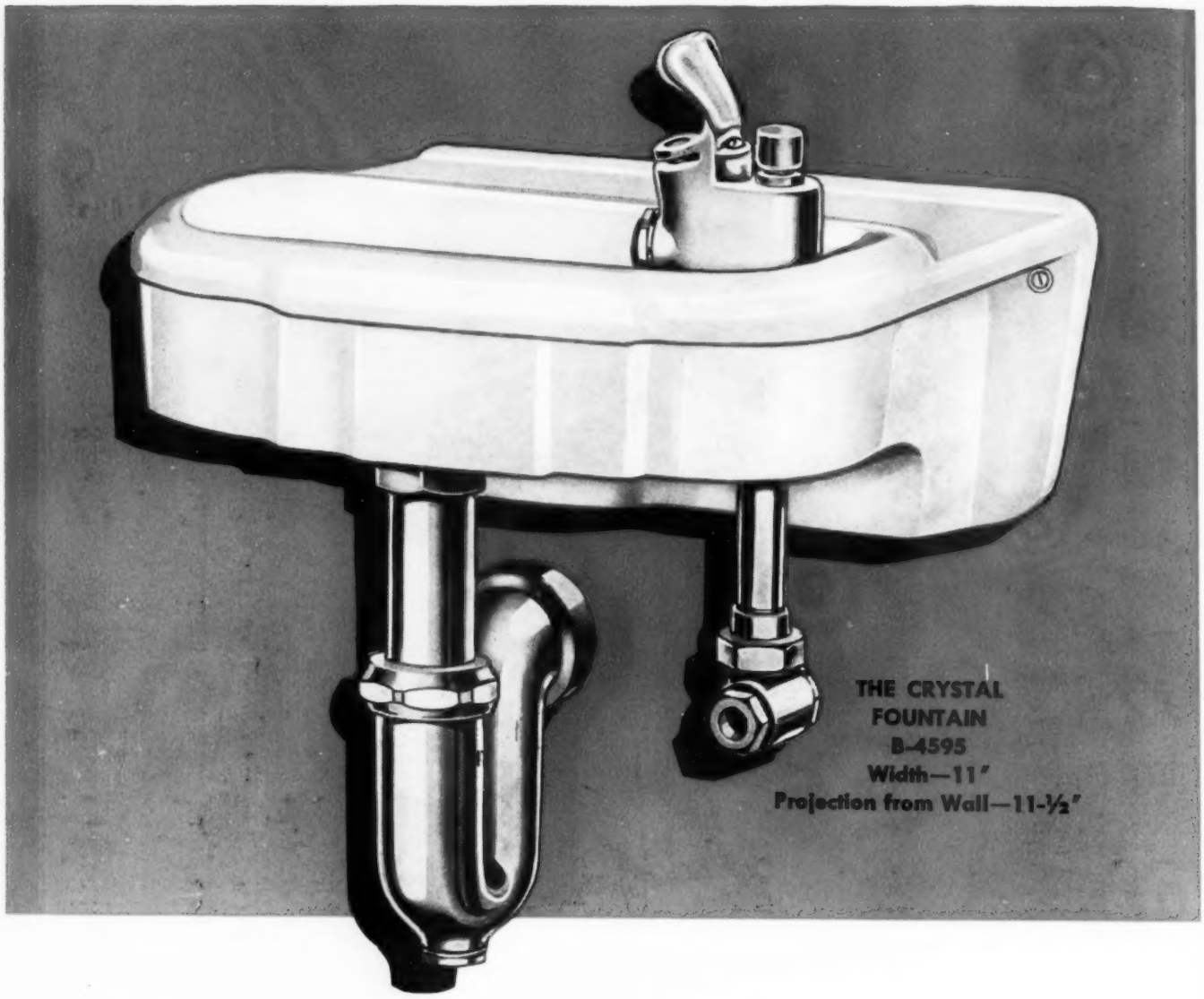
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Factories at Ford City, Pa., Salem and Marysville, Ohio and Los Angeles

There are over Ten Million Eljer Fixtures in Use

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***Only* in Eljer's Fine Line of Plumbing Fixtures and Brass Trim**



Thirsty People Mean Business for You

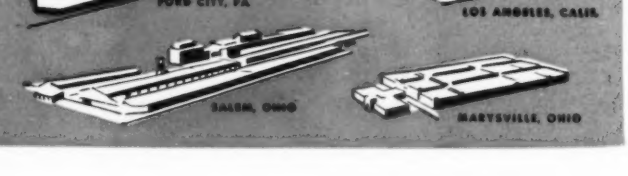
When planning, building or remodeling practically every type of structure, you can wisely recommend Eljer Crystal Drinking Fountains. Quality is high, but the price is low.

Made of *real vitreous china,* the Crystal Fountain is easy to clean and keep clean. Fittings are chrome-plated, featuring a trouble-free strainer, sanitary bubbler, and a completely automatic regulator that maintains a steady stream height—regardless of variations in supply pressure. Water cannot be squirted by placing a finger over the nozzle. That is a real plus-value in schools and public buildings.

Wherever it would be convenient to have a sanitary source of refreshing water, suggest the Eljer Crystal. No other fountain, in a comparative price range, equals Eljer's fast-selling Crystal. *For complete information, see your Eljer Distributor or write:* Eljer Co., Ford City, Pennsylvania.

It pays you, it pays us – because we specialize in Plumbing Fixtures and Brass

ELJER



MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Intensive National Attendance Drive Planned for 1950 NAHB Convention

Plans are being completed by the NAHB convention committee for an intensive attendance promotion campaign, to be carried on through regional officers and 214 local association secretaries, which is expected to play a big part in attracting a record number of builders, dealers, architects, mortgage bankers and others affiliated with the home building industry to the national convention and exhibition at the Stevens Hotel, Chicago, Feb. 19-23.

Concentration of the campaign will be from early December until mid-February.

Official registration at the 1949 convention was 14,856 persons. Representation by groups was as follows: builders, general contractors, subcontractors and realtors—5,709; architects and engineers—657; lumber and building material dealers — 3,719; manufacturers and representatives — 1,016; financial and insurance representatives—345.

Speakers and official staff—183; exhibit personnel—1,675; women—685; radio and press representatives—327; government officials and miscellaneous —540.

Announcement has been made of the specific assignments of the members of the convention committee, of which E. M. Spiegel, Passaic, N.J., is chairman.

Fritz Burns, Los Angeles, Calif., is in charge of the convention program innovations; Edward R. Carr, Washington, D.C., banquet chairman; W. Hamilton Crawford, Baton Rouge, La., exposition plans; Joseph B. Haverstick, Dayton, Ohio, and Charles R. Malowney, Springfield, Ohio, attendance promotion; Joseph Meyerhoff, Baltimore, Md., panels and clinics; and George F. Nixon, Chicago, Ill., special convention speakers. Frank W. Cortright, NAHB executive vice president, is working on plans for a number of unusual meetings and clinics which will feature outstanding speakers, some of them from outside the home building field.

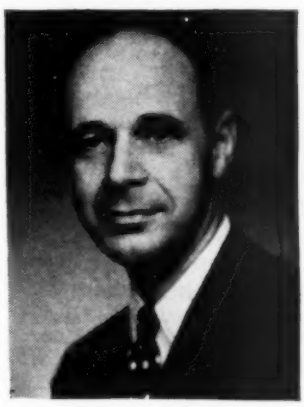
A special effort will be made by the committee to display at the 1950 show a larger number of really new and revolutionary items than has appeared at any previous exposition.

At its recent meeting in Chicago the committee also made plans to schedule as many of the national organization's committee and board meetings as possible for the days immediately in advance of the official opening of the convention.

Paul S. Van Auken, convention and exposition director, said that while applications for a major portion of the 252 individual exhibit spaces have already been received, he expected a few spaces to be available after publication of this issue. First assignment of space was Oct. 1 and subsequent applications will be processed in the order that they are received.

Clayton W. Johnson Appointed Hartford County Secretary

Clayton W. Johnson has been appointed secretary of the Home Builders Association of Hartford County, Conn., with headquarters at West Hartford. He replaces Carl B. Liljedahl, who recently resigned to devote full time to business.



CLAYTON W. JOHNSON

Johnson has been editor of the association's magazine, "The Connecticut Home Builder," for several months. Prior to that he was a sales representative of the Curtis Publishing Co. for 21 years. He is a graduate of Colby College, Waterville, Me.

Currently regional vice president of the National Exchange Club, Johnson has been president of the West Hartford Exchange Club and also president of the Connecticut Exchange Clubs. He is married and has an eight-year-old daugher.

Texans Take River Cruise

More than 100 members and guests of the Home Builders Association of Dallas were aboard the boat "Bonnie Barge" for a recent moonlight cruise. Angus Wynne, Jr., was program chairman.

Cleveland Chapter Members Active in Obtaining New Building Code

Members of the Home Builders Association of Greater Cleveland were very active in bringing about the writing and acceptance of a new building code, which is rated as one of the best and most modern in the world. Builders expect the new code to make it possible for them to save home buyers from five to ten per cent in construction costs.

Emil J. Szendy, nationally known figure in building code work, was retained about three years ago to help in the work. In June this year after writing about 800,000 words, the job was finished and the code adopted by the Cleveland City Council.

The code committee of the Cleveland home builders group met many times to study and suggest revisions and rewriting of the old and outdated code. Working on the theory that a building code is a protection factor in many ways, including those of safety and savings, the committee diligently devoted time and effort to this work. Complete agreement on all points was not reached with the city authorities but, by and large, the contributions of the builders added immeasurably to the acceptability of the final draft.

Both Szendy, the author of the code, and the Cleveland builders emphasize that the new code was not designed primarily to save money but rather to set up proper safety standards. The following points, however, do offer opportunities for substantial savings for home builders and, of course, the home buyers:

Use of eight-inch thick basement walls instead of 12-inch thick walls. This applies to both one and two-story homes.

Use of supporting floor joists taking a live weight of only 30 or 40 pounds per square foot instead of 60 pounds per square foot. This means, for example, use of 2x8-inch wood joists instead of 2x10-inch.

Use of either metallic or non-metallic electric cable in the wiring system. This means that use of conduit is no longer necessary.

Back venting of plumbing up to eight feet instead of up to only three feet. This eliminates three plumbing vents in the average home.

Use of lightweight bituminous fiber instead of clay pipe for underground sewer outlets.

Permission to erect prefabricated houses except in industrial districts.

Use of stress plywood assemblies in floor and walls and cavity wall construction.

(*Continued on page* 170)

Article in N.Y. Newspaper Source of Good Will for Long Island Institute

An example of outstanding public relations achievement, valuable both locally and nationally, is a full-page article which appeared in the Sunday, Aug. 7, New York Herald-Tribune, describing the history, accomplishments and aims of the Long Island Home Builders Institute.

The article, which was headlined "Long Island Builders Institute Saves Dollars for Home Buyers," was written by Stephen G. Thompson, the newspaper's real estate editor.

It was pointed out in the story that members of the Institute erect about one-half of the new houses and apartments on Long Island every year; and that, while they work together in the organization for their mutual benefit, they are still in sharp competition with each other and with non-members in selling finished homes to purchasers—and thus it is probably the home-buyer who reaps the greatest net benefit from the organization.

Accorded special mention in the article was the work of the Institute's committee on construction costs, headed by Bernard Krinsky, which makes studies and issues reports on the adaptability of various items to the Long Island area and provides an estimate of the expense or savings to be expected from each.

Also described were special technical forums, "large sessions that have resembled university classes," at which leading engineers have discussed construction problems; the Institute's establishment of its own co-operative group compensation insurance plan which is expected to result in considerable savings for all members; and the work of the committees on building codes and architectural and engineering research, headed respectively by Frank A. Claussen and Architect Rudolph Matern.

Related at some length is effort which the Institute has made to confine building practices to those which serve the best interests of the public and of the industry. An account is given of the code of ethics to which all members subscribe.

Organized in 1941, the NAHB affiliate was inactive during the war but was reactivated in 1945. Leonard L. Frank is the 1949 president and Otto J. Hartwig, executive secretary.

Ohio Meet Set for December 4

The sixth annual Convention and Exposition of the Ohio Home Builders Association will be held at the Biltmore Hotel, Dayton, Dec. 4-6. Headquarters of the state association, which represents more than 1,500 members, is at 16 E. Broad St., Columbus.

The Montgomery County Builders Association, Dayton, will be the host chapter.

Cortright's Column

By Frank W. Cortright



Executive Vice President, National Association of Home Builders of the United States

There are, of course, a number of reasons why Britain's global empire—almost within our memory the greatest since the days of Rome—has disintegrated. Heading the list are the toll of World Wars I and II—and its transition from a capitalistic to a socialist economy.

Despite the death dealing blows of the wars, the continuance of a free economy in England could have prevented the present debacle, the spectacle of its representatives begging us for billions more to be added to an already staggering debt which can never be repaid.

The fact is that the early English settlers of the Plymouth Bay Colony experimented with a socialistic government here as far back as the year 1623. Henry Hazlitt, in Newsweek, June 27, 1949, quotes a letter sent by Betty Knowles Hunt to the New Hampshire Morning Union reciting Governor Bradford's own account of the experiment. Here are the highlights of Henry Hazlitt's article describing this:

"Out of their common product and storehouse they set up a system of rationing, though it came to 'but a quarter of a pound of bread a day to each person.' Even when harvest came, 'it arose to but a little.' A vicious circle seemed to set in. The people complained that they were too weak from want of food to tend the crops as they should. Deeply religious though they were, they took to stealing from each other. 'So as it well appeared,' writes Governor Bradford, 'that famine must still insue the next year also, if not some way prevented.'

"So the colonists, he continues, 'begane to thinke how they might raise as much corne as they could, and obtaine a beter crope than they had done, that they might not still thus languish in miserie. At length (in 1623) after much debate of things, the Gov. (with the advise of the cheefest amongst them) gave way that they should set corne every man for his owne perticuler, and in that regard trust to them selves . . . And so assigned to every family a parcell of land . . .

" 'This had very good success; for it made all hands very industrious, so as much more corne was planted than other waise would have bene by any means the Gov. or any other could use, and saved him a great deall of trouble, and gave farr better contente.

" 'The Women now wente willingly into the feild, and tooke their litle-ons with them to set corne, which before would aledg weakness, and inabilitie: whom to have compelled would have bene thought great tiranie and oppression.

" 'The experience that was had in this commone course and condition, tried sundrie years, and that amongst godly and sober men, may well evince the fanitie of that conceite of Platos and other ancients, applauded by some of later times:—that the taking away of propertie, and bringing in communitie into a comone wealth, would make them happy and florishing; as if they were wiser than God. For this comunitie (so farr as it was) was found to breed much confusion and discontent, and retard much imployment that would have been to their benefite and comforte.

" 'For the yong-men that were most able and fitte for labour and service did repine that they should spend their time and streingth to worke for other mens wives and children, with out any recompense. The strong, or man of parts, had no more in devission of victails and cloaths, than he that was weake and not able to doe a quarter the other could; this was thought injuestice. . . .

" 'And for men's wives to be commanded to doe servise for other men, as dressing their meate, washing their cloaths, etc., they deemd it a kind of slaverie, neither could many husbands well brooke it . . .

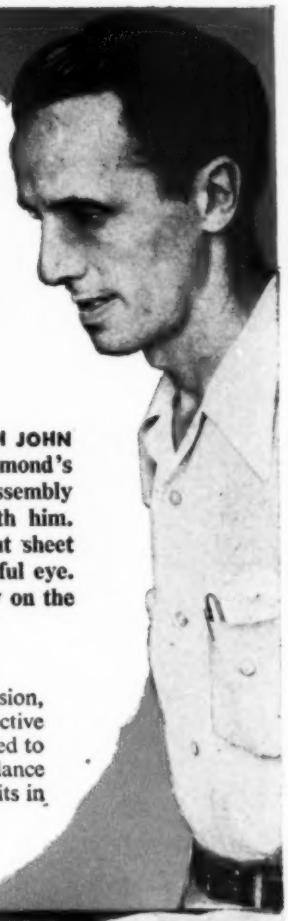
" 'By this time harvest was come, and instead of famine, now God gave them plentie, and the face of things was changed, to the rejoysing of the harts of many, for which they blessed God. And the effect of their particuler [private] planting was well seene, for all had, one way and other, pretty well to bring the year aboute, and some of the abler sorte and more industrious had to spare, and well to others, so as any generall wants or famine hath not been amongst them since to this day.' "

The moral is too obvious to need elaboration.

Putting the Heat on a Furnace!

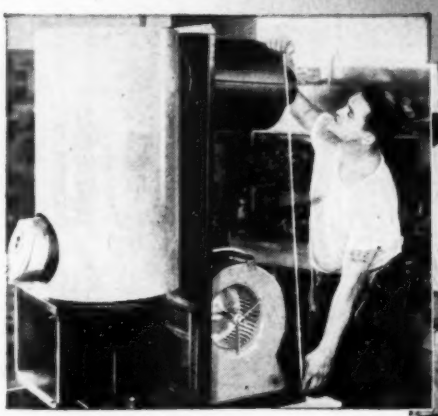


Peter Loch has been working with sheet metal for 31 years. Pete checks the work of the sheet metal department against specifications. His years of experience have made his checks exacting. Not until he is satisfied that original specifications have been met—does the unit go on to the assembly line.

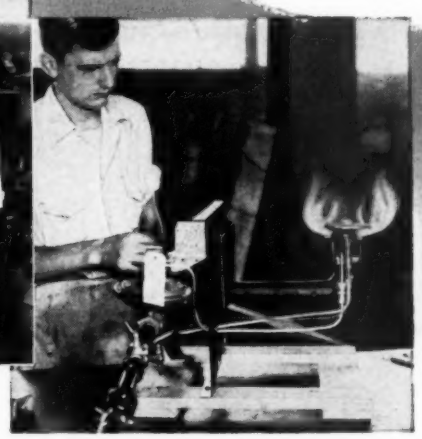


MAKING IT HOT FOR FURNACES IS AN OLD STORY WITH JOHN VEN DOUERN, Chief Assembly Line Inspector for Richmond's New Castle, Delaware, plant. During his 15 years on assembly lines, quality control has become second nature with him. Every step in furnace production, from initial die-cut sheet metal fabrication to final assembly, is under his watchful eye. Shown with him are some of the men who put quality on the line at New Castle.

As a result of close personal inspection and supervision, *all* Richmond heating units are guaranteed against defective workmanship or material. Also, *all* units are guaranteed to develop their published ratings—gas units in accordance with the American Gas Association Code—the oil units in conformance with Commercial Standard CS104-46.



***Robert Kleiman,** a line inspector, supervises the assembly of the various parts of the heating unit. He makes sure each element is in its proper position and thoroughly secured in place. For years Kleiman has been on the line—checking his assemblies—and passing them on for enamel jackets.*



***Paul Simon** is testing the gas burner for the AS23. Each burner, oil or gas, is completely tested and thoroughly checked. They are checked for fuel leaks, electrical connections and control operation. Not until this careful test is completed and passed is a burner released for shipment with the furnace.*



***Elwood McCabe,** who adds 6 years as aviation metalsmith for the Navy to his years on the Richmond line, is a final assembly inspector. Completely assembled furnaces, with their gleaming enamel jackets, are critically examined by McCabe. He makes sure every detail is perfect and that the furnace is ready for shipment.*

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RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.

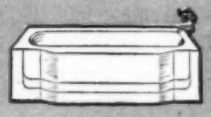
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AB-10,

Please send me the latest literature and information on the Richmond line of heating equipment. No obligations, of course.

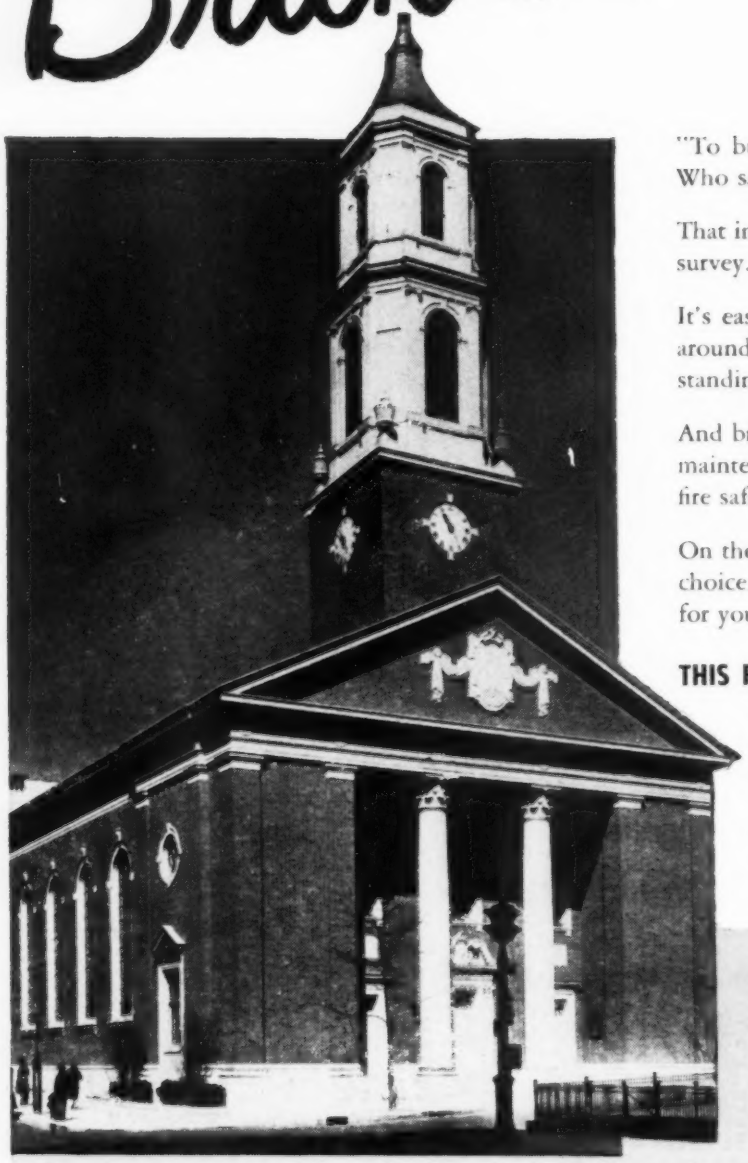
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BUILDERS SAY *Brick stands first* FOR PERMANENCE



"To build for today . . . *and tomorrow* . . . build with brick." Who says so? You, yourselves.

That in effect is what you builders said in a recent nationwide survey. "For permanence brick stands first" (and longest).

It's easy to see *why* you voted this way. The evidence is all around you, in all types of construction—buildings of brick standing strong and beautiful despite time and weather!

And brick gives much more—beauty, structural strength, low maintenance cost, pride of ownership and higher resale value, fire safety.

On these points, too, you builders have made brick your first choice. Remember "brick first" and you'll find more profit for you in today's building . . . and tomorrow's.

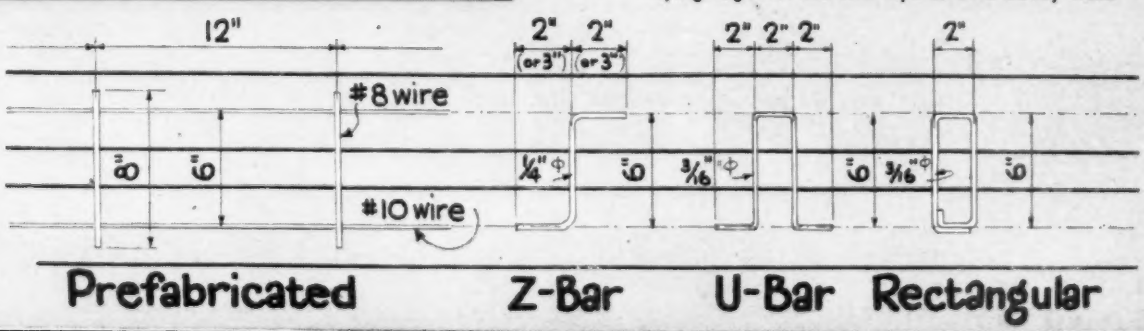
THIS PLANBOOK WILL HELP YOU BUILD LASTING HOMES

You'll find a wealth of valuable builder's information in MODERN BRICK HOMES, our new 50-page planbook. Economy engineered plans for 20 houses are included. Also interesting discussions to help you with location of site, selection of plans, financing, exterior landscaping, interior arrangements. Just send 50¢ with your name and address to our address shown below, Dept. AB-10.

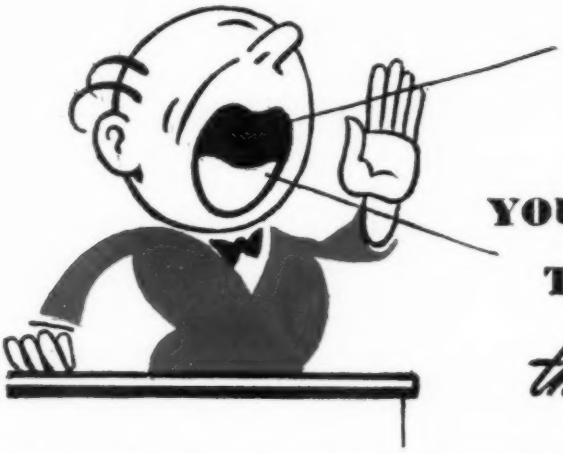
TIPS ON GOOD MASONRY PRACTICE

Dimensions of Wall Ties

Wall ties are an important factor in the construction of cavity walls. There are various types on the market, each serving the purpose with equal efficiency. Below are shown the various shapes and sizes of ties used in tying together the two wythes of a cavity wall.



STRUCTURAL CLAY PRODUCTS INSTITUTE
1520 18th Street, N. W. Washington 6, D. C.



YOU WON'T NEED A BARKER TO BRING THE CUSTOMERS IN!

they'll come aflocking ... if you carry

HASTINGS *alumitile*



the new featherweight wall tile. fabricated of sturdy aircraft aluminum, finished in lustrous enamel permanently bonded to the metal.

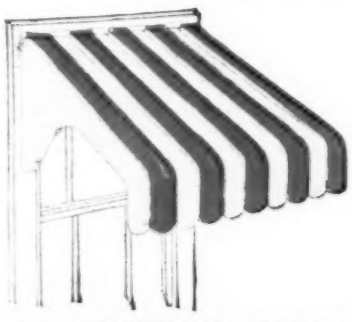
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Low in cost yet high in quality, easy to install yet rugged in service, *alumitile* has unlimited home and commercial uses, striking the modern tone wherever beauty and efficiency in surface finishing are sought.

Available now in quantity in a wide range of decorator colors, both interior and exterior finish, *alumitile* is invaluable for the modernization of old buildings and the construction of new buildings.

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Easily and quickly installed to fit exactly any door or window. Available now in choice of seven vital colors.

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HASTINGS, MICHIGAN

Metal Tile Products, Inc., Hastings, Michigan
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HERE'S A TEST EVERY BUILDER SHOULD MAKE!

INSTALL WRIGHT RUBBER TILE in the kitchen, bath and other appropriate rooms the next house you build.

INSTRUCT your salesmen or agent to tell about the floors of WRIGHT RUBBER TILE when he shows the house.

THEN LISTEN to the comments of prospects! Watch their faces when they see the gleaming floors. You will see what we mean when we say that *floors of WRIGHT RUBBER TILE make houses sell faster!*



No other floor covering is backed by all this proof!

You can't go wrong when you make the test described above because there are 27 years of proof behind WRIGHT RUBBER TILE.

27 years of use has shown that WRIGHT RUBBER TILE has the longest proved life of any resilient floor covering.

27 years have proved the resistance to damage—the permanent newness—the ease of cleaning that mark the use of WRIGHT RUBBER TILE.

And 27 years have shown that WRIGHT RUBBER TILE makes homes more comfortable and livable—more desirable and more salable.

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Floors of Distinction

Here it is!

THE NEW, LOW-COST



De WALT GW
1 H. P. 10" saw

PORTABLE SAW-SHOP

you've waited for!



It's a MITER saw!



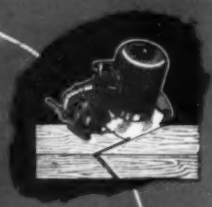
It's a RIP saw!



It's a DADO machine!



It's a ROUTER!



It's a VARIETY saw!



It's a SHAPER!

This new, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have another machine.

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ALL THESE AND MORE IN ONE . . . and for THE PRICE OF ONE!

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One-width KELVINATORS!

Choose from 4 Kelvinator Ranges and Kelvinator Home Freezer . . . all 39¼" wide!



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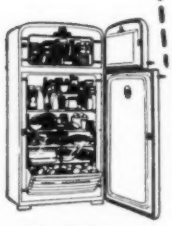


MODEL ER 483

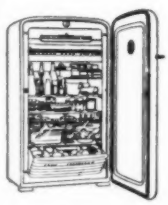
Architects and builders everywhere now enjoy an easier approach to kitchen planning. They are choosing from, literally, dozens of combinations of top-quality Kelvinator Refrigerators and Ranges . . . because any combination of these "one-width" Kelvinators fits the same floor-plan to a T! Here is simplified planning, costly changes out of the picture, time and money saved!

Exclusive! Only Kelvinator offers the flexibility of uniform-widths for easier kitchen planning. Simplify and save—by specifying Kelvinator!

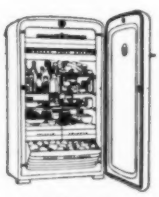
Choose from 6 Kelvinator "Space-Saver" Refrigerators . . . all 31¼" wide!



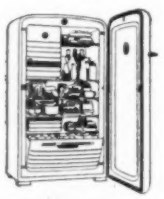
MODEL TM



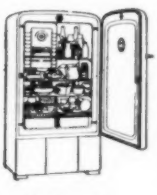
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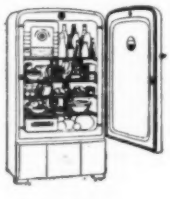
MODEL FM



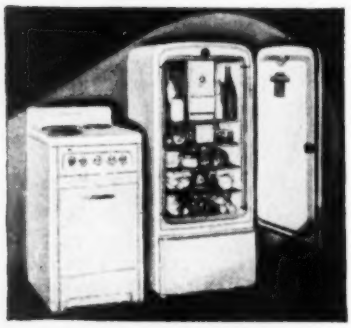
MODEL CM



MODEL RD



MODEL RS



GET MORE... Get Kelvinator

"Space-Saver" Package for apartments and low-cost homes! Get Kelvinator's 1949 "Space-Saver" Refrigerator. It is full 6 cu. ft., but only 24 in. wide. Range is only 21 in. wide, with advanced design permitting installation flush against wall. Top-of-the-line quality throughout. For information, write Kelvinator Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.

AMERICAN BUILDER

E D I T O R I A L

Issues Behind Public Housing

THERE is one common ground of agreement on which both the proponents and opponents of the Housing Act of 1949 stand united. It is that for the first time in the history of this nation the members of an economic class have been told that they no longer need accept as an individual responsibility the problem of providing housing for themselves. Disagreement starts with speculation on the ultimate political, social and economic consequences of this reversal of principle. Opponents of the act maintain that it is axiomatic that the price of individual liberty is individual responsibility, and that the corollary to that axiom is that ceding either surrenders the other.

Reducing that to terms of the housing act, the opponents argue that the beneficiary of public housing must become the ward of his benefactor—the government—subject himself to government control of his personal life, and thus pay an unsuspected and tragic price for what at first appeared to be a gift. They argue further that latent incentive will be lulled to sleep in the man who reposes the solution of his personal problems in the lap of a government bureau head; and that finally those who pay the price of public housing with mounting taxes will begin to demand the benefits instead of the burden, until eventually only a few who remain will be broken by the tax load of housing the many. The opponents have on their side the only evidence there is—the result of public housing in England.

Today, under the so-called Labor Government in England, at least four out of five housing units must be public. Actually, the percentage of public housing is much larger, and the avowed aim of government is to eliminate all private building. To hasten this, union leaders and government laborites urge labor to demand direct employment by government to eliminate contractors, and in the same breath stridently insist on higher man-hour production. The handwriting on the wall should be clear to British labor. The days of labor unions are nearing an end, and so are the rights of laborers. Skilled craftsmen are dwindling in number, because the spread between government-established wages for craftsmen and laborers is too small to provide incentive. Thus, the inevitable result of "leveling" is lowered standards. No one but government is gaining anything, and government is gaining absolute control over the life of every Englishman. That is the evidence.

This is the question: Will the American people—all of them—labor, capital, management, professions and farmers—permit themselves to be robbed of the heritage of freedom which has given them the highest standard of living ever known and the incentive for even the lowliest born to seek and reach places of eminence; will the American people surrender a way of living that is the envy of the entire world for the myth of free housing and easy living without individual effort; will the American people sleep in apathy while their heritage is stolen by the dictator-minded in labor, government and finance? That is the question, and those are the issues behind public housing.

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"THE greatest industry show ever staged" is the only way to describe the second annual observance of National Home Week, the brain child of *American Builder*, which was instantly picked up by the nation's home builders from coast to coast.

Even the most optimistic believers in the possibilities of National Home Week fell far short in their estimates of the number of builders who would participate this year, and in their estimate of the number of houses that would be demonstrated.

Last year, the first observance of National Home Week, saw some 1,500 houses exhibited. This year the total may run closer to 10,000. In an attempt to arrive at an accurate estimate of the magnitude of the Week, *American Builder* conducted a spot survey, the results of which follow. Of 54 building centers heard from, a total of 6,446 houses were reported to be on exhibit and for sale. These building centers represent an average of about 15 communities each. Thus, the survey revealed 810 communities participating. That there were many more is unquestionable. A reasonable estimate would double that number. Of the 6,446 houses actually reported as being on exhibit, most of them were completed, but nearly every builder chose to exhibit his construction values by leaving several houses

SUPPLEMENTED by heavy advertising from all segments of the industry, newspaper publicity for National Home Week this year reached new peaks in total lineage



The November issue will carry the results of an *American Builder* survey of National Home Week activities. The survey will include novel and unusual features staged in the various communities celebrating the Week, together with the results of the Week in terms of actual sales made and prospects obtained.

The December issue will include a selection of homes most successfully displayed in various sections of the country during National Home Week. The presentation will include plans, photographs or renderings of the houses, lists of materials and equipment used, and descriptions of architectural and structural features.

Newspapers and Radio Acclaim

$70,000,000 Home Show

in various stages of completion. Of the total number reported, 325 were shown completely furnished.

One very interesting result of the survey was that 1499 builders were exhibiting the 6446 houses. That meant that the builders were showing an average of four to five houses each.

The estimated value of the houses is $67,392,700. The value of the furnishings in the 325 furnished houses added to this total brought the value of the show to $70,894,700. No industry ever before has been able to assemble its products for display purposes in amounts even remotely approximating that value.

When it is realized that the foregoing figures represent the participation of only 54 building centers, and that there were at least twice that many observing the Week, plus a number of small isolated communities that cannot be estimated, and perhaps can never be accounted for, the full significance of National Home Week becomes even more impressive.

Among the participating but non-reporting centers, was Pittsburgh, which because of the unique nature of their observance of the Week, found it impossible in advance of their show to estimate their participation. It was well known, however, that Pittsburgh had arranged something approximating a local world's fair.

The mayors of every city in which National Home Week was observed issued proclamations establishing the Week. Governors of states, likewise, issued proclamations, and it is from the latter as well as from magazine and association promotion that many small towns away from large centers organized their independent observances with one or two houses.

Numerous retail lumber dealers indicated that while they themselves do not build, they show their premises, put in new window displays, and run special newspaper advertising designed to stimulate remodeling, repairs and new paint jobs. One retailer wrote that while he would do nothing this year, because he had heard of National Home Week too late to prepare anything, he was planning to remodel his yard, and would schedule the remodeling for a grand opening during the 1950 National Home Week.

Heavy newspaper advertising is a standard feature of all observance programs. Local radio programs run a close second, with more than half of the cities purchasing radio time. The Chicago Tribune, which last year carried a 60-page building supplement on the day National Home Week opened, carried an even larger section this year. A newspaper in Memphis ran a 20-page building section this year.

In Dayton, one newspaper carried a 56-page tabloid size building section. The section included a map showing the location of each house on display. In Milwaukee the Parade of Homes idea, which was successful last year, was repeated.

The theme in Detroit was 1,000 homes on parade, with 95 builders participating. Mayors of many of the cities in the area issued proclamations, and some of the city halls were decorated. All lumber and building material dealers displayed banners on their trucks.

In many communities houses were given away. In Grand Rapids, Mich., an essay contest was conducted on the subject, "Why I should buy or build my own home." A $3,000 treasure hunt was conducted.

In the Texas Panhandle, all cities were participating, and two Amarillo newspapers carried special sections.

Billboard and car card advertising were used extensively. Philadelphia placed cards on the outside of 300 street cars. In several cities, including San Francisco, the observance took the form of a home show.

The foregoing are only a few of hundreds of novel publicity and promotional methods adopted to assure large crowds at the exhibits.

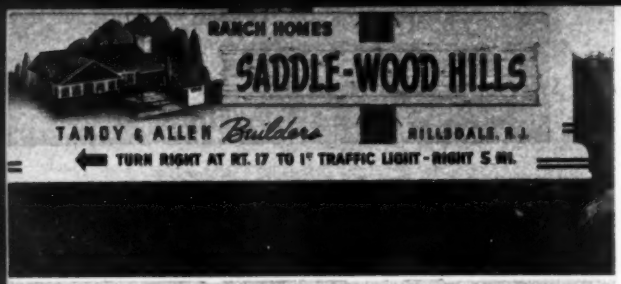
It is safe to predict that National Home Week this year more than justified all the effort that went into it and that next year will see an even greater participation.

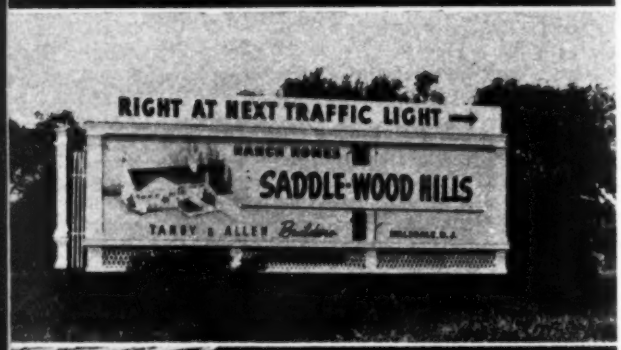
Values of the houses exhibited this year ranged all the way from $6,000 to $60,000, with the great majority in the lower price brackets. Perhaps most of the houses were in the two and three-bedroom class selling from $10,000 to $15,000, fully equipped with range, refrigerator, water heater, and in many cases other appliances.

Enthusiasm was evident in every center where Week was observed.

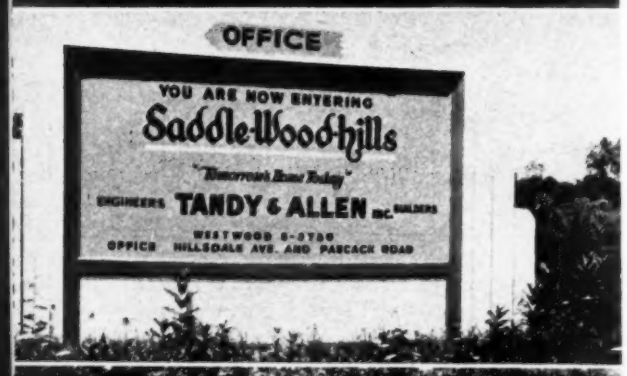
Selling Science Applied To House Sales

Speculative home building firm has closely co-ordinated promotion and merchandising program utilizing newspapers, radio, direct mail, billboards and carefully selected sales personnel to hold steady volume













THREE years ago when Al Allen and Norm Tandy formed their New Jersey home building firm of Tandy & Allen, they decided to establish their own promotion and sales organization. While they were still operating in the postwar sellers' market, they methodically went about the job of organizing a sales setup to cope with the competition and buyer resistance which they knew was coming, and which has been increasingly apparent in the last year.

Both Tandy and Allen are veterans of World War II. Both had been associated with the building industry prior to their war service, but never as managers of their own businesses. They had ample confidence in their ability to design and construct good houses in planned communities, but both felt a definite weakness in sales competence. Because they are both young—in their early thirties—they wanted to form an organization of young people that would be a permanent, going concern for years. This was one factor in their decision to form a selling branch as an integral part of the operation, rather than to depend on real estate brokers for promotion and sale of their houses. After starting in a small way Tandy & Allen have gradually expanded over the three-year period into a home and community building organization which in July opened a new 600-home project known as Saddle-Wood Hills, adjacent to Hillsdale, N.J., within commuting distance of New York City. Their promotion and sales technique resulted in the sale of 42 houses in the $17,500 to $18,500 price class the first three weeks the project was open. Currently they are selling about as fast as their 125-man trades crew and organization can handle starts and make deliveries within 60 days after ground is broken.

The Tandy & Allen promotion and sales setup is not one designed to sell out the project of 600 houses in the shortest possible time. As Al Allen says: "Our object is to build a community—not a development. We want to stay in business a long time. We want a sound business that will be fairly constant over a long period rather than a business with spasmodic spurts of big volume mixed with periods of relatively low activity."

R. G. Follette, World War II veteran and experienced

SERIES of billboards and roadside signs directing home seekers to and through the Saddle-Wood Hills community to the offices of Tandy & Allen, adjacent to the project

salesman, is sales and promotion manager for Tandy & Allen. He spent a little over two weeks selecting his present staff of three salesmen, each of whom has a different temperament and personality. Thus a quick appraisal of the prospect's personality permits assignment of a salesman who will be most apt to match that of the prospect.

One of the salesmen is the jocular, happy-go-lucky type who can kid people into more interest in the house and confidence in the builders. A second man is a combination of the jocular and quiet, confidence-inspiring type. A third salesman is elderly and very dignified in appearance, the type who appeals to serious-minded executives and small businessmen.

Sales technique on the job is to, first of all, let prospects sell themselves as much as possible. To work this out requires well-planned, co-ordinated handling of the thousands of model home visitors from the metropolitan area. During the hottest summer weather about 2,000 people went through the model home each week end. The house is open from 10 A.M. to 10 P.M. Two girls are employed to assist Follette and his sales staff on week ends. One girl is at the front door. Her job is to limit people actually going through the house to about four at a time. The other girl is inside the house to answer questions, inspire as much confidence as possible in the women visitors and show them around. At the same time two or three salesmen are outside at the rear of the house, or in the garage, sizing up the visitors and answering questions. Those visitors who indicate genuine interest are considered as prospects and turned over to salesmen who are most likely to appeal to them from a personality standpoint. When a prospect is serious about the house, the price, location and other factors, a sizable cash deposit is obtained, subject to refund in case a deal is not consummated. Follette reports refunds are negligible.

Getting 2,000 or more visitors to a model home in the New York metropolitan area in a single week end is no simple task under present market conditions. As one of the first steps in creating public interest in their houses, Tandy & Allen employed public relations counsel and an advertising agency to handle publicity and advertising in metropolitan newspapers. Town Advertising Associates in Hackensack, N.J., were selected for this assignment. Both the publicity and advertising are dignified and conservative.



REAR patio off dining room showing bank of Twindows. Those open are set in specially designed metal sash to permit easy opening



TWO advertisements typical of style and layout used by Tandy & Allen in announcing their development in newspapers. Radio and television are also used



ALL the key positions in this building firm are held by veterans of World War II. From left to right, Al Allen, president; Norm Tandy, secretary; Herb Tandy, treasurer, and Robert Follette, sales manager



GENERAL view of houses under construction. One of the radial arm saws used to cut lumber at the site is in left foreground



CURRENT model of the $17,500 house which draws about 2,000 visitors each week end. It is completely furnished and kept open, with salesmen on hand, from 10 a.m. to 10 p.m. Monday and Friday are busiest days during the week at the display house

The advertising layouts are considerably different from the type generally used for speculative builders. Several examples are illustrated on the accompanying pages.

Other methods of creating public interest are employed. Follette uses direct mail extensively, addressing his messages to apartment dwellers in the area. He is able to obtain lists of these people arranged in income groups. He also obtains a large number of names from people visiting the model houses. A great deal of importance is placed on the "chain" reaction of a model house—one couple telling another about the house and the price.

The importance of billboards and road signs are not underestimated by Tandy & Allen. These are particularly effective for this firm because the setup was carefully planned and well executed. The first large billboard is placed as far as five miles from the development on a heavily traveled highway.

Television and radio are used extensively, some of the programs without a great deal of expense because members of the organization are willing to expose themselves for interviews and public appearances on housing subjects. These appearances are not taken lightly. Much preparation and advance consideration of the subject to be discussed on the program is part of the work.

In addition to the above publicity factors used, a prospect list in the office is worked by mail and by personal

(*Continued on page* 200)

PRODUCTS USED IN TANDY & ALLEN HOUSES

ABC Steel Equipment Co. special sash for Twindows
Armstrong linoleum in kitchen
Bell & Gossett circulating water pump on furnace
Benjamin Bros. wood gutters
Cellulite insulation in sidewalls and ceiling
Chase copper piping
Creo-Dipt sidewall shingles
Colorall interior paints
Flintkote asphalt shingles
General Electric kitchen range
Kentile asphalt floor in den
Kohler plumbing fixtures
Lightolier lighting fixtures
Long Island shower stall doors
Minneapolis-Honeywell furnace controls
Metco metal bridging
Mengel flush doors
Mosaic tile in bath
National Gypsum sheathing
National Gypsum plaster
Pittsburgh Plate Glass Co. Twindows
Philip Carey bathroom cabinets
Ro-Way garage doors
Reynolds aluminum foil insulation above crawl space
Schlage finish hardware
Tracy kitchen sink and cabinets
Tuttle & Bailey convectors
U. S. Striated plywood
U. S. Radiator Sunray hot water boiler
Victron kitchen ventilating fan
World Steel Products steel door jambs

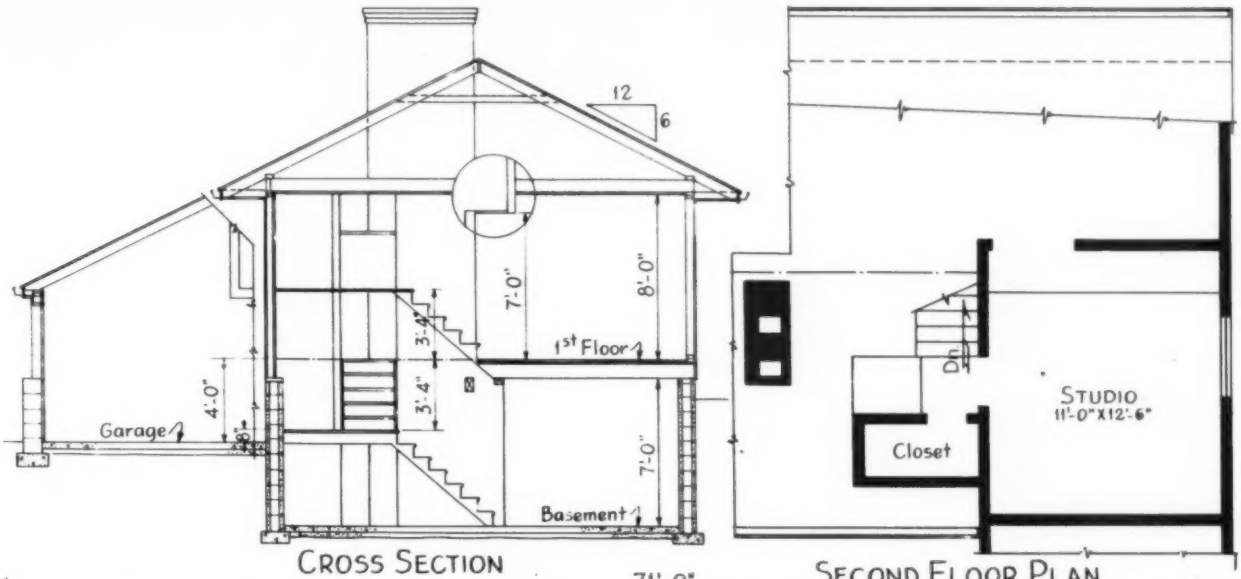


SLIDING doors are used on most clothes closets as space-saving feature. The free-standing fireplace forms a hallway





VARIED elevations developed from the basic floor plan shown here. As soon as interest lags in a basic design, Tandy & Allen start building and promoting a new design



CROSS SECTION

SECOND FLOOR PLAN



FIRST FLOOR PLAN

BASIC floor plan of the house now in production. The one second floor room may be used as a den or an additional bedroom. Electric kitchen range is standard equipment



WOOD, marble and brick are used successfully in fireplace and bookcase combination shown at left. An appearance of sturdiness is given to the entire assembly by repeating the same width in shelves and vertical members of bookcase that are used in the fireplace enclosure



Edward B. Hawkins
Designer and builder

Functional Design at Work

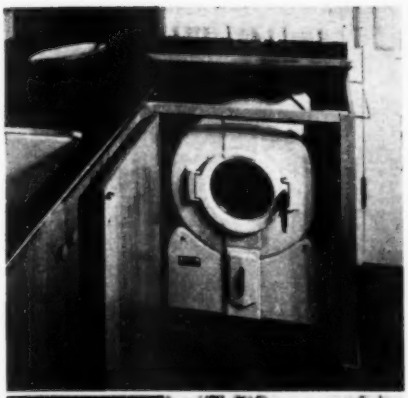
Practical application of design principles that are accepted as standard, when applied to the construction of small homes

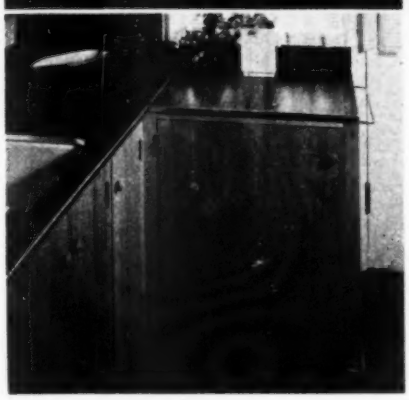
BUILDERS today have accepted functional design as a practical expression for average homes. Edward B. Hawkins, builder and designer of Denver, Colo., as one of the pioneers in this movement, has carried on a development of 35 houses over the past two years in the northeast section of this city.

Functional is a word that is bandied about rather carelessly when describing the architecture of a house. Basically it refers to the type house where the plan is considered all important, and the shell, or exterior, is a direct projection of the plan. This is in conflict with the other familiar types where the exterior takes the prominent place, and the plan, positions of windows, etc., are given minor consideration. The awakening of the functional type has produced a better plan and a more satisfying exterior in the average house design.

Hawkins houses vary in cost from $10,000 to $23,000 each, with the average cost being approximately $14,500.

The houses vary in type as well as size, none having less than two bedrooms. While the houses shown in this issue are confined to the one-story

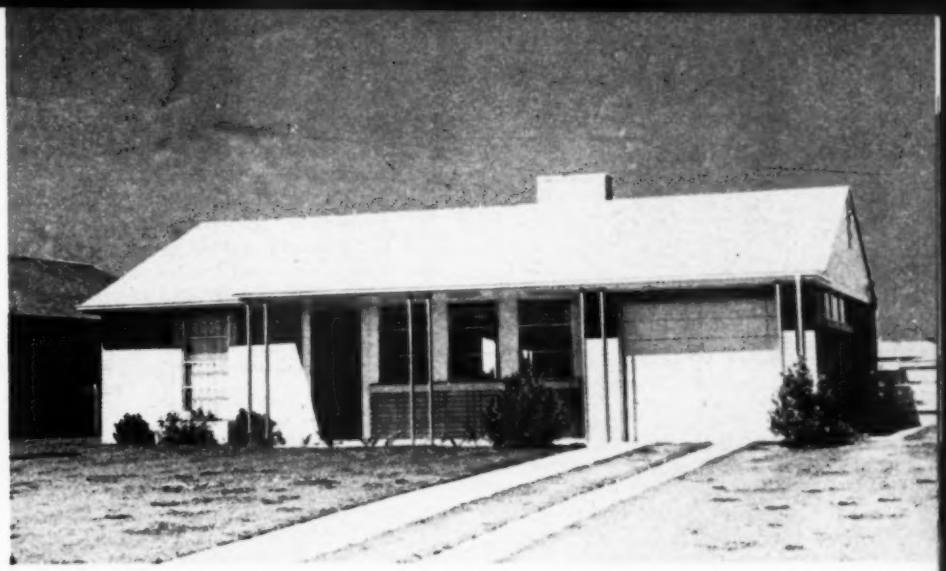




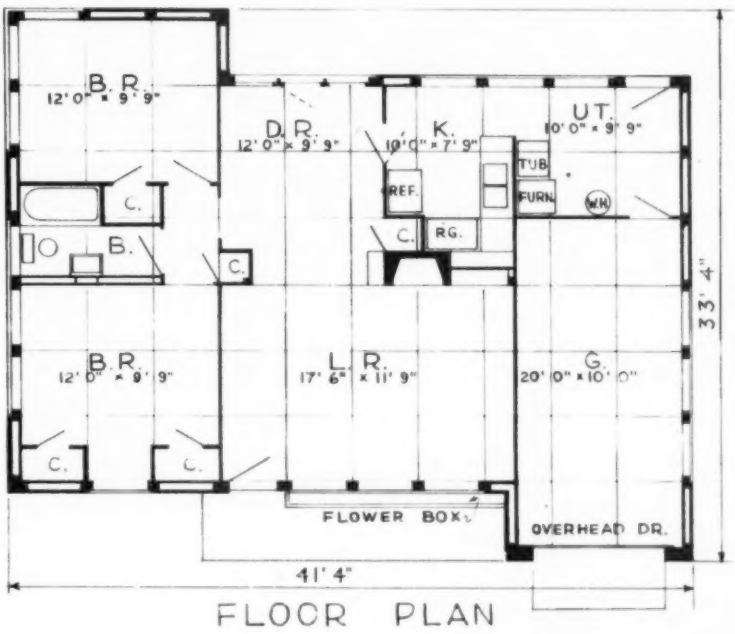
CABINET keeps the washer out of sight, yet it can be available for immediate use by simply lifting cover and opening the door; not in use cover becomes counter

type, many of those in the development are of the split-level arrangement with a partial basement, which is two thirds out of the ground, and with bedrooms above. These houses will be shown in a future issue.

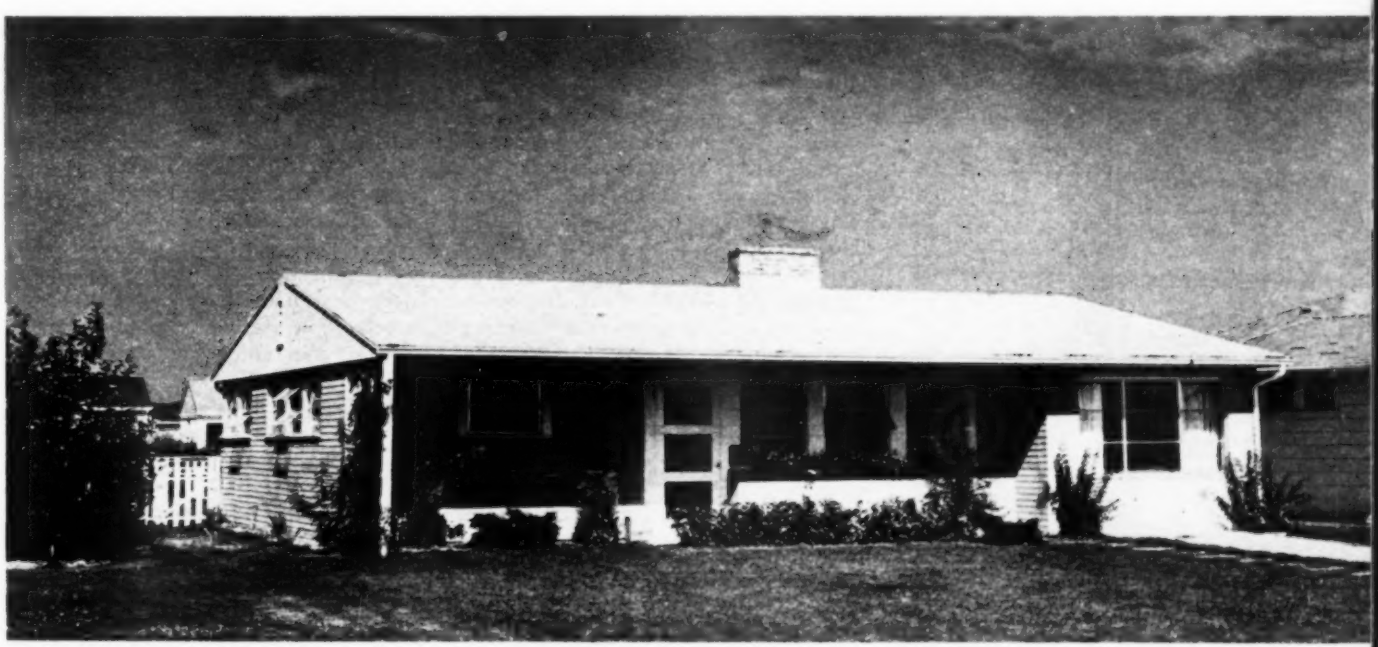
An interesting factor in this de-



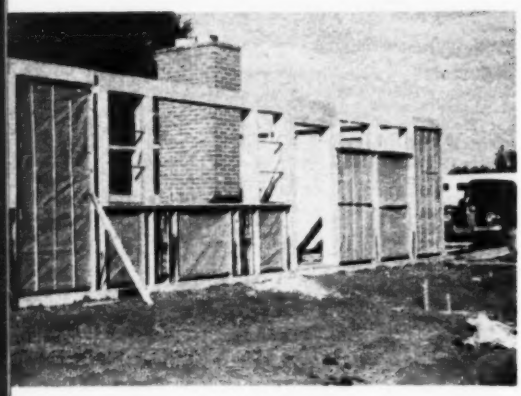
A PLAN profile which normally would not produce an interesting facade is made fresh and sparkling with the addition of a flat roof portico across part of front. Plan below



FLOOR PLAN

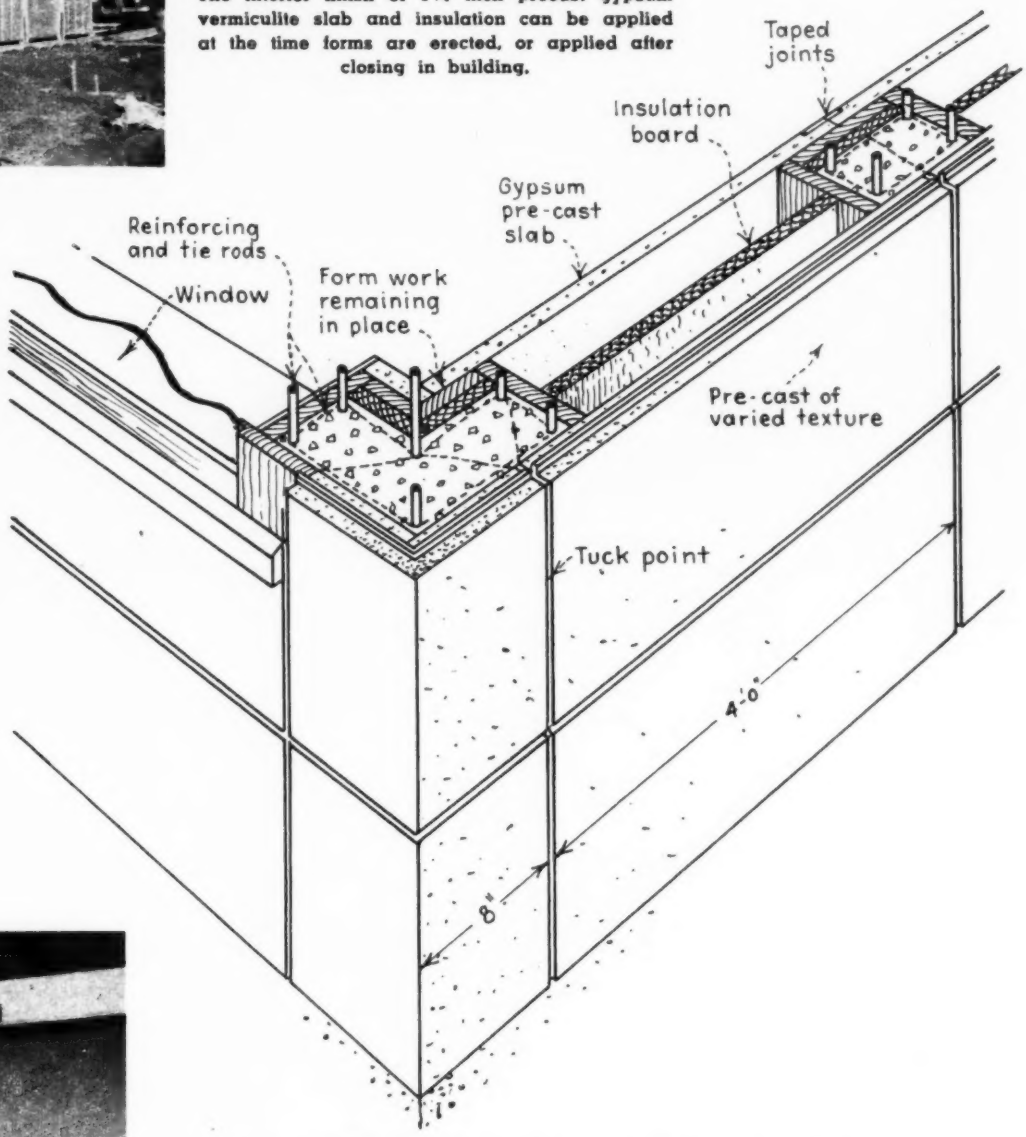


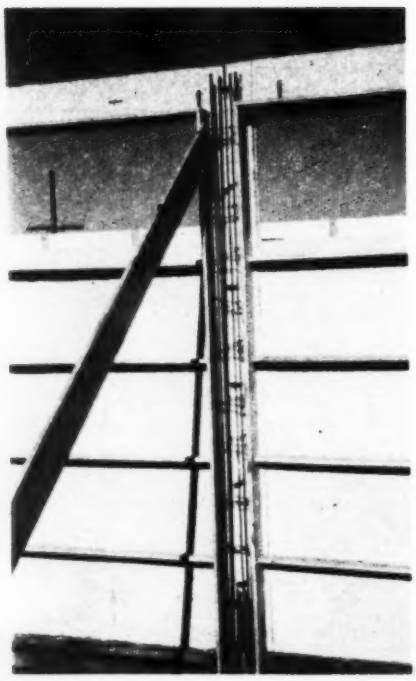
ANOTHER version of above plan with change in roof pitch and overhang, addition of flower box, and dressed up garage doors



HAWKINS method of wall construction shown in drawing below. Foundation is poured in usual manner, then groups of four ⅜-inch round reinforcing bars are placed vertically at four foot centers around foundation. Shop-made units, illustrated, are erected between each set of dowels, held in place with temporary bracing. These units create a form for columns four feet on centers. The interior finish of 1¼ inch precast gypsum vermiculite slab and insulation can be applied at the time forms are erected, or applied after closing in building.

VIEW toward wall with interior gypsum units complete; insulation and steel for columns in place, slabs aligned and braced, wall ready for application of reinforced concrete exterior slabs, and pouring of columns.





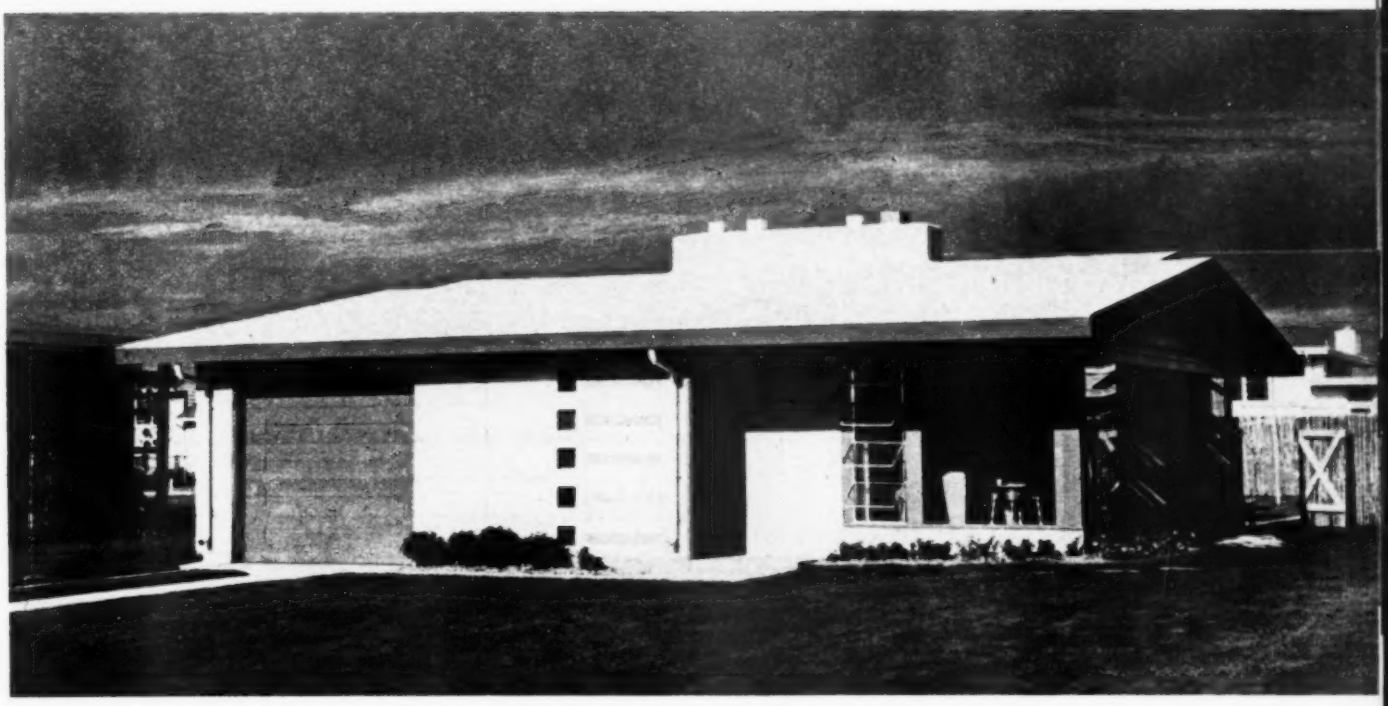
EXTERIOR view of present gypsum wall set up ready for application of exterior precast reinforced concrete slabs. Note steel set up in column ready for pour

velopment is the block arrangement, where houses are not placed in accordance with a fixed property line. The type house that Hawkins builds lends itself well to this method. Many of his houses have the garage projecting well out in front of the house proper. In these cases the extreme projections are placed at the property line, and in other situations the front wall of the house is moved forward. Thus an undulating block formation is established which produces an unusual and effective appearance.

Let's vary from 50 to 55 feet in width. Privacy is obtained for each owner through the use of patios, partial walls on one side of carports, and high wood fences of wide horizontal boards that are made a part of and a continuation of the architectural lines of the house.

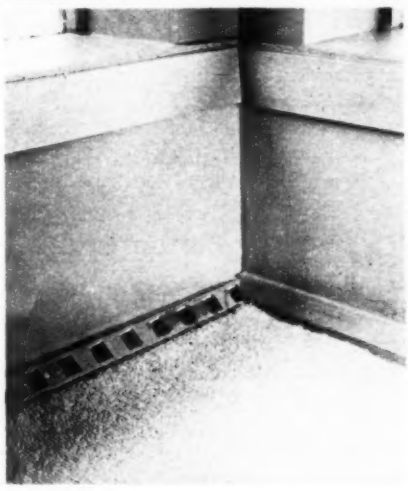
Hawkins has developed a type of concrete wall construction that meets the approval of all building authorities, and, which he says, can be built at a cost comparable with an ordinary veneer wall. This wall is based on a four foot modular system with reinforced concrete columns placed on these centers. Precast gypsum vermiculite slabs are placed on the inside between columns, and two inch thick concrete slabs are placed on the outside. Volcanic slags such as perlite are used as the aggregates for slabs to induce lightness for easier handling. A continuous concrete perimeter beam is placed at top of columns.

The heating arrangements in Hawkins houses have changed as new methods have appeared on the market.



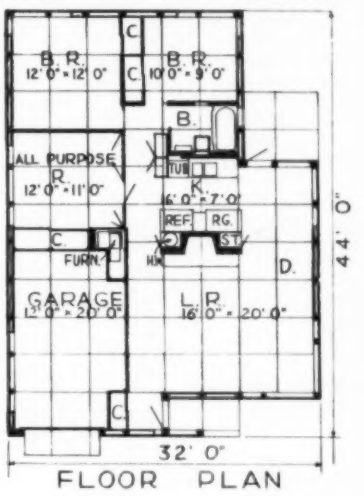
USE of precast slabs provides an effective wall pattern. With semi-flat roof it produces an exterior of utmost interest

DETAIL of floor heating grille at wall

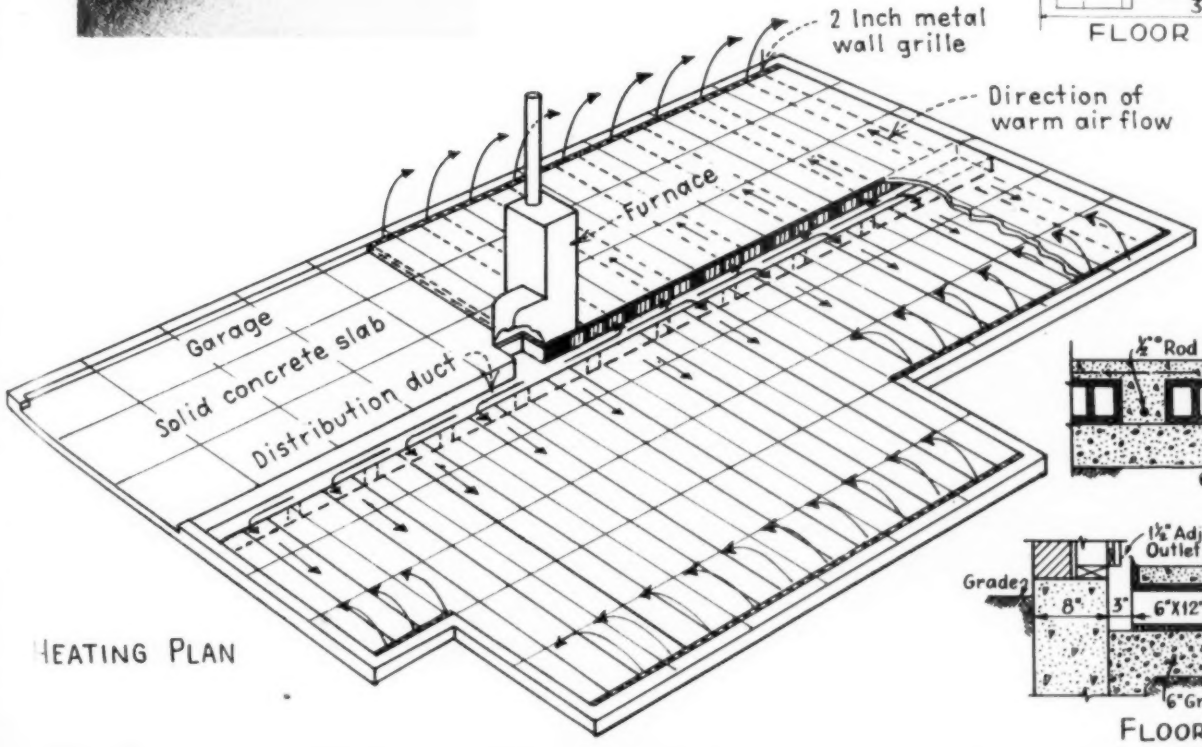


SYSTEM of radiant and forced warm air heating as designed by Hawkins is shown below. After ground is leveled, a fill of crushed stone is laid. Six inch partition tiles are placed on fill to form channels to each side of structure from center concrete distribution duct. A 2½ inch reinforced concrete floor covers the tile. The outlet at the exterior wall is formed by keeping tiles approximately 2 inches from foundation wall. Warm air enters room through a specially made continuous grille placed at intersection of wall and floor. This is supplemental to the heat that radiates through the slab.

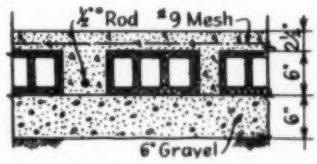
HOUSE with 1119 square foot area



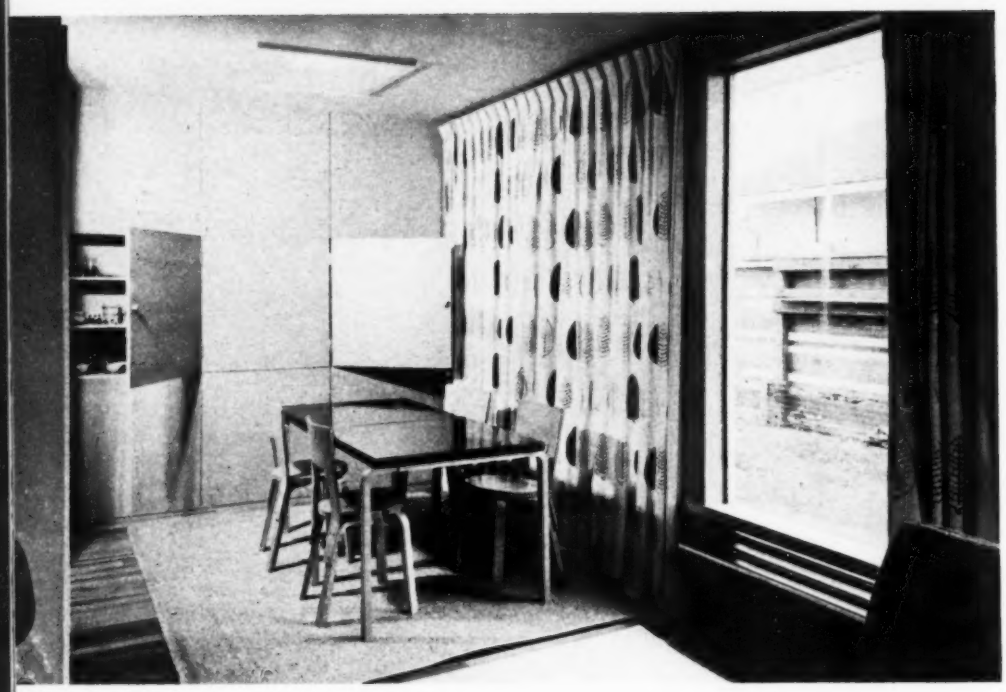
FLOOR PLAN



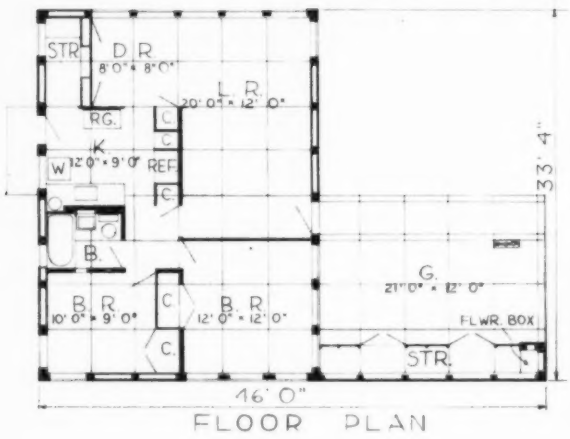
HEATING PLAN



FLOOR SECTIONS



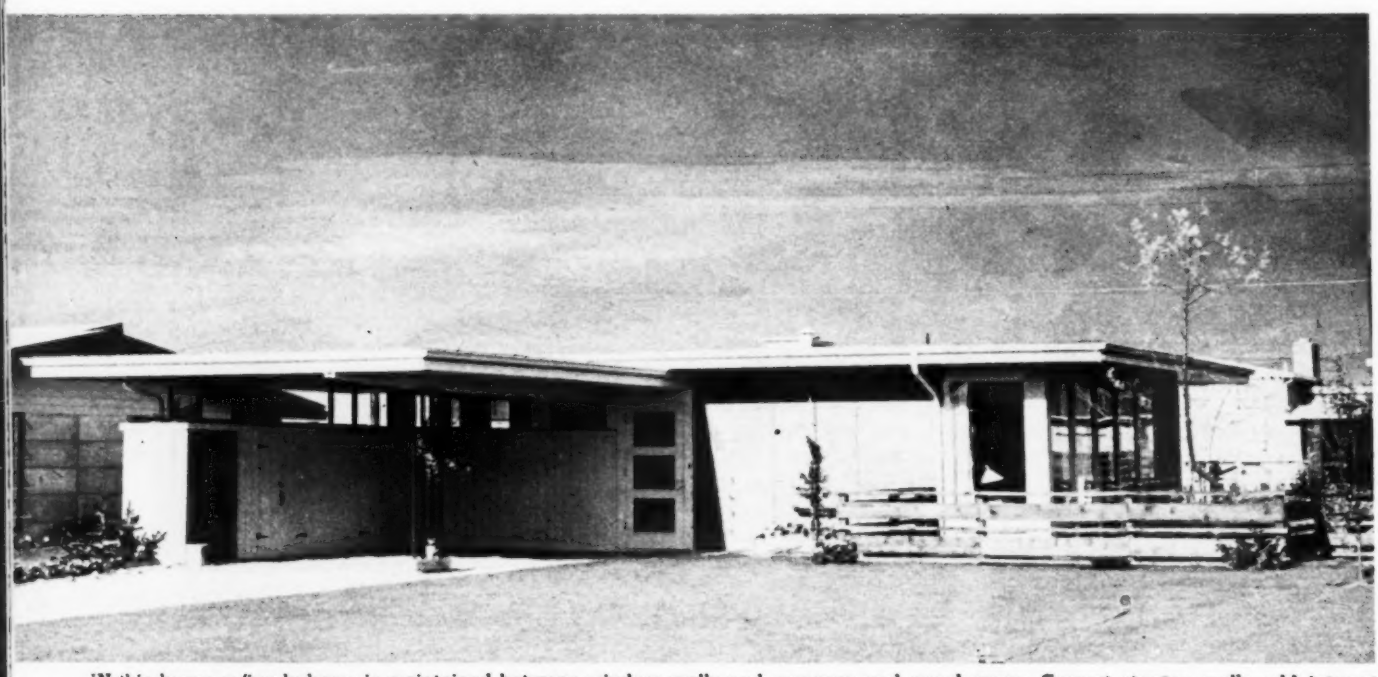
VIEW of dining portion of living room. End wall is covered with fir plywood squares in blond finish. Space in back of end squares in center area contain shelves for storage of china. Wood louvres are exposed to view through hinged wood panel. This provides ventilation where fixed windows are used



FLOOR PLAN

PLAN at left contains large central area with abbreviated partitions causing rooms to actually flow into one another. Carport at front doubles as porch. Storage units on one wall form barrier to house

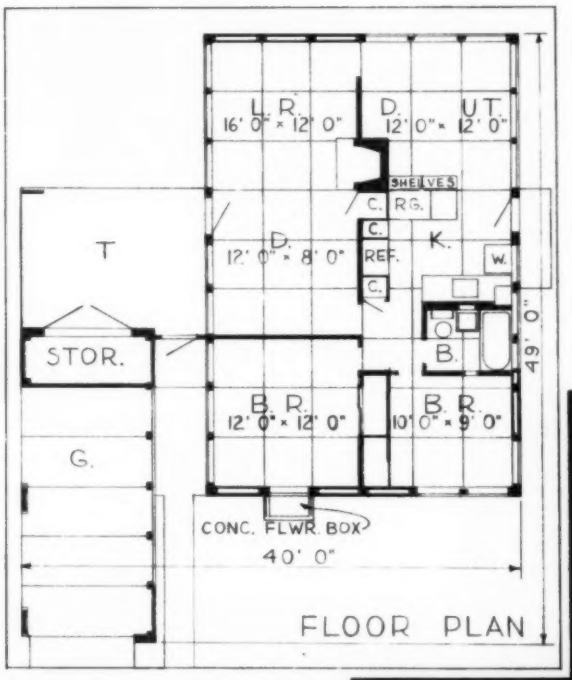
The present type, which is a combination radiant and forced warm air, has a number of innovations that he has designed. By keeping the tiles below concrete floor approximately two inches away from the foundation wall, the warm air can enter the room through a specially made continuous grille which is placed at the intersection of wall and floor. To achieve uniform air flow in the distribution duct, simple baffles were installed at key points. A portion of the branded materials used in the construction of houses are as follows: Aluminum type awning windows by Metal Window Products Co., Houston, Texas. Armstrong asphalt tile, G. E. furnace, Payne kitchen fan, Crane hot water heater, and plumbing fixtures, Bendix washer, Frantz garage door hardware, Yale, Corbin and Sargent hardware, Corning-Illinois fibre glass, Kimsul and Infra insulation, Libby-Owens Thermopane, U. S. G. Rocklath, Devoe and Reynolds paints, G.E. Disposall and dishwashers, Wright's rubber floor and wainscot.



IN this house a fine balance is maintained between window walls and masonry and wood areas. Carport storage walls add interest



SOLID wall of carport is placed adjoining the side wall to form covered passage to front door. Covered porch and storage at rear



IN this plan the major rooms are placed toward the rear of house. This permits the development of large covered terrace, shielded from the yard by storage room, where garden tools and children's playthings are stored



ANOTHER version of house above, of which plan is shown at left. Change of roof, windows and garage deck changes design

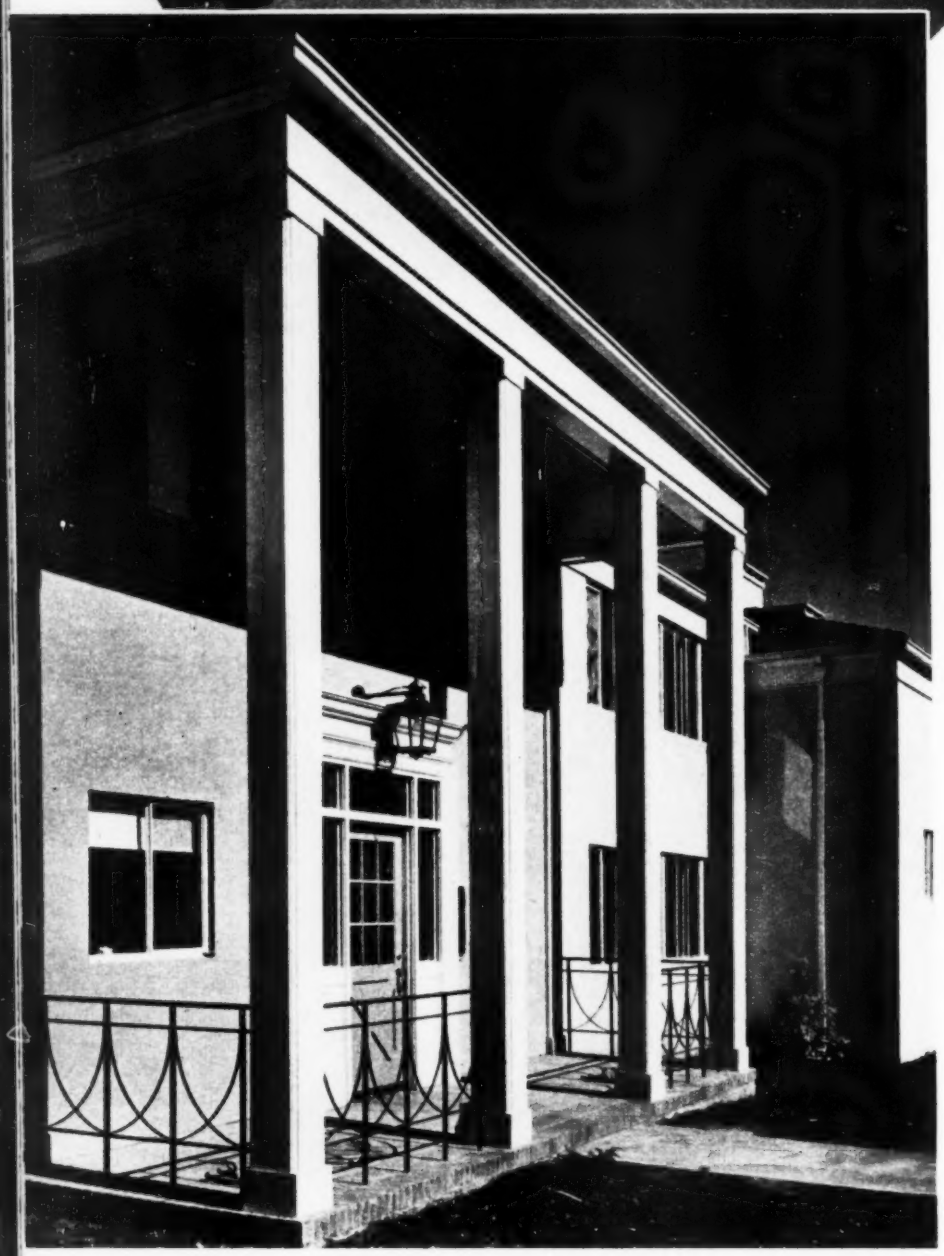


CHANGE in wall materials in living room is refreshing. 'V' cut horizontal pine boards on fireplace wall have a rubbed antique finish; balance of walls are plaster, painted a dark shade. Simple wood frame around fireplace and around bookcase is effective

APARTMENTS—Tailored to Fit



GARDEN-TYPE apartments, built by Dave Bohannon, will total 707 in all—including 54 one-bedroom, 383 two-bedroom and 66 three-bedroom units



Host of accommodations for various size medium-income families with different needs are offered in large 608 project

ONE to three bedrooms, one or two bathrooms, separate or collective front entrances are some of the choices offered in the Hillsdale apartments. Tailored to fit the needs of various size families, other conveniences are added to assure continuous demand for rental privileges on the part of tenants.

The apartments, to total 707 in all, are in one of the largest FHA 608 developments on the Pacific coast. Located in Hillsdale, Calif., about 20 miles from downtown San Francisco, they are being built by Dave Bohannon.

A wide variety of room arrangements, achieved through skillful planning by Bohannon and Architect Edwin A. Wadsworth, permits a tenant to have his living room, kitchen and dining room on the first floor with upstairs bedrooms; to have all rooms on the first floor with an individual en-



EXTERIORS of Hillsdale apartments are frame and stucco. All living room windows look out onto courts which are children's play areas

trance; or to have one bedroom on the first floor and two on the second. The project is divided into 54 one-bedroom units, 383 with two bedrooms and 66 three-bedroom apartments. Rents which include utilities, range from $90 to $145. Garages cost $7 and carports $5 per month extra.

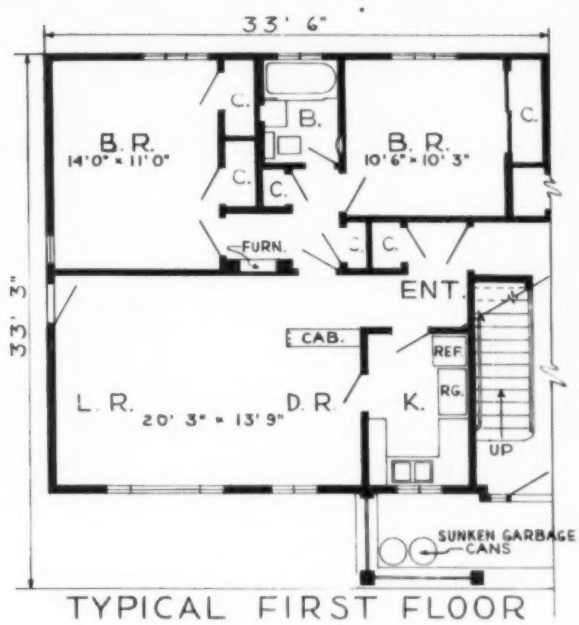
All buildings, built around courts, are laid out so as to obtain as much privacy as possible for each tenant. Living room windows are on the court side; carports and garages, all built of concrete blocks, are frequently placed so the rear walls separate courts of adjoining buildings. Cars are not visible from apartment windows.

Contrary to the policy governing many projects, the apartments welcome children. Designed so that small children may have protected play areas, the court for each apartment is completely surrounded by a 5-foot hedge which can be entered only from the apartment.

Because building codes in this vicinity permitted frame construction, some savings could be made which were passed on to tenants in the form of additional accommodations. The apartments are finished with quality material throughout. Bruce block floors are laid in living and bedrooms, and Armstrong asphalt tile in kitchens. Windows are Seco steel sash operated by Getty bronze gear cranks. Inset lights in dining and kitchen spaces, Kohler fixtures, Corbin locks, Mission hot water heaters, and venetian blinds are some of the features.

Kitchens are equipped with Gen-

(*Continued on page* 152)



VARIED floor plans offer tenants choice of separate or shared entrances, living quarters on first floor with three bedrooms upstairs, all rooms on first floor, or other arrangements. Effort is made to obtain as much privacy as possible for tenants

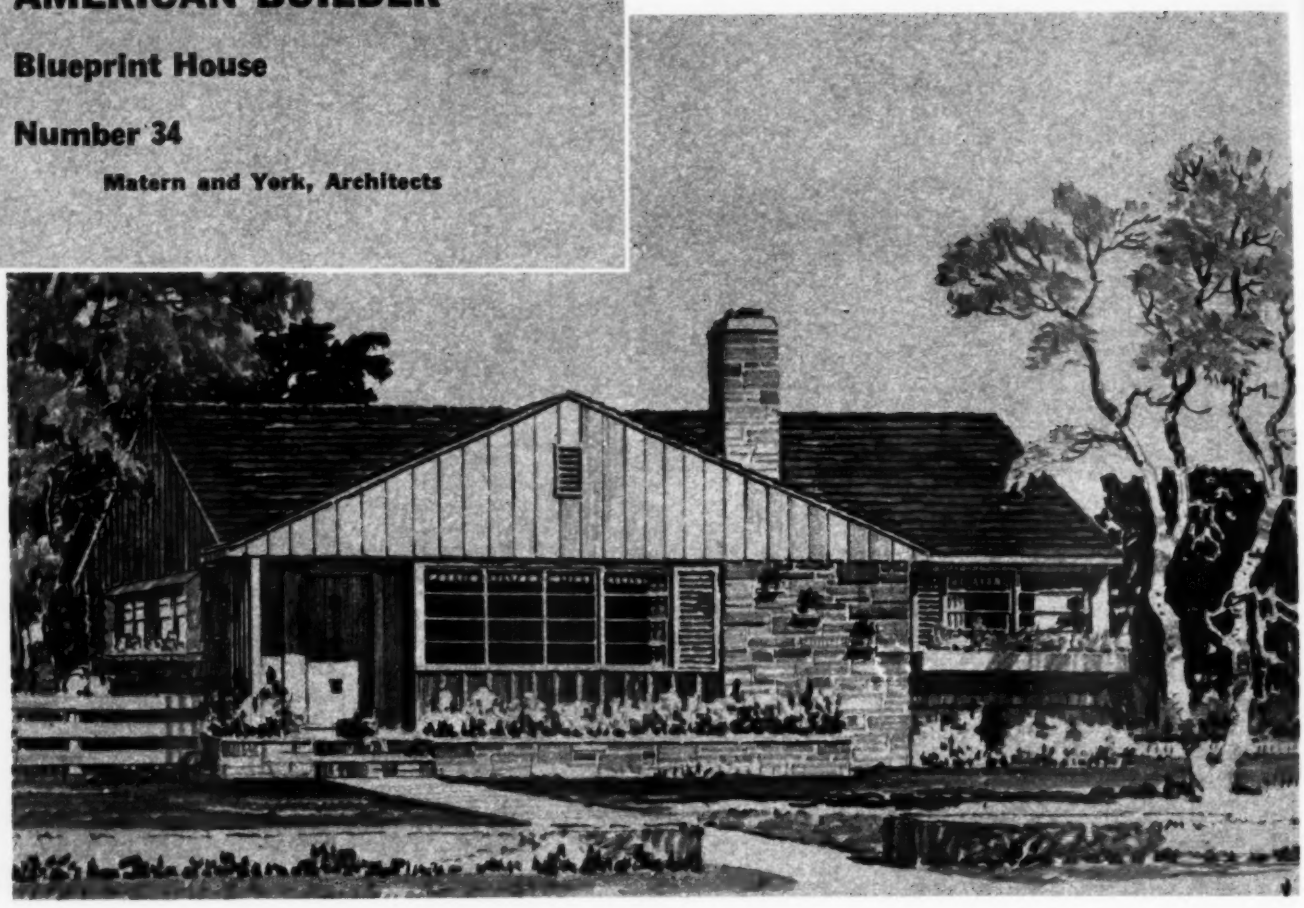


AMERICAN BUILDER

Blueprint House

Number 34

Matern and York, Architects



Finding Ready Acceptance

A combination of stone, vertical boards with battens and split shingles help to spark this house of excellent proportions

A MOVEMENT that has been gaining impetus with each building season is the demand for homes with all rooms on one floor.They take the form of large spreading ranch houses or smaller and more compact units, depending upon locality and availability of ground for building. The desire to eliminate the climbing of stairs, both to second floor and basement is somewhat responsible for this change.

In designing a house for the blueprint series, Matern and York, architects, Jamaica, L.I., N.Y., have followed this trend. They have adopted the basic plan of one of their houses with all rooms on one floor that has found exceptional customer acceptance over the past few years. This house offers the latest refinements to this kind of room arrangement.

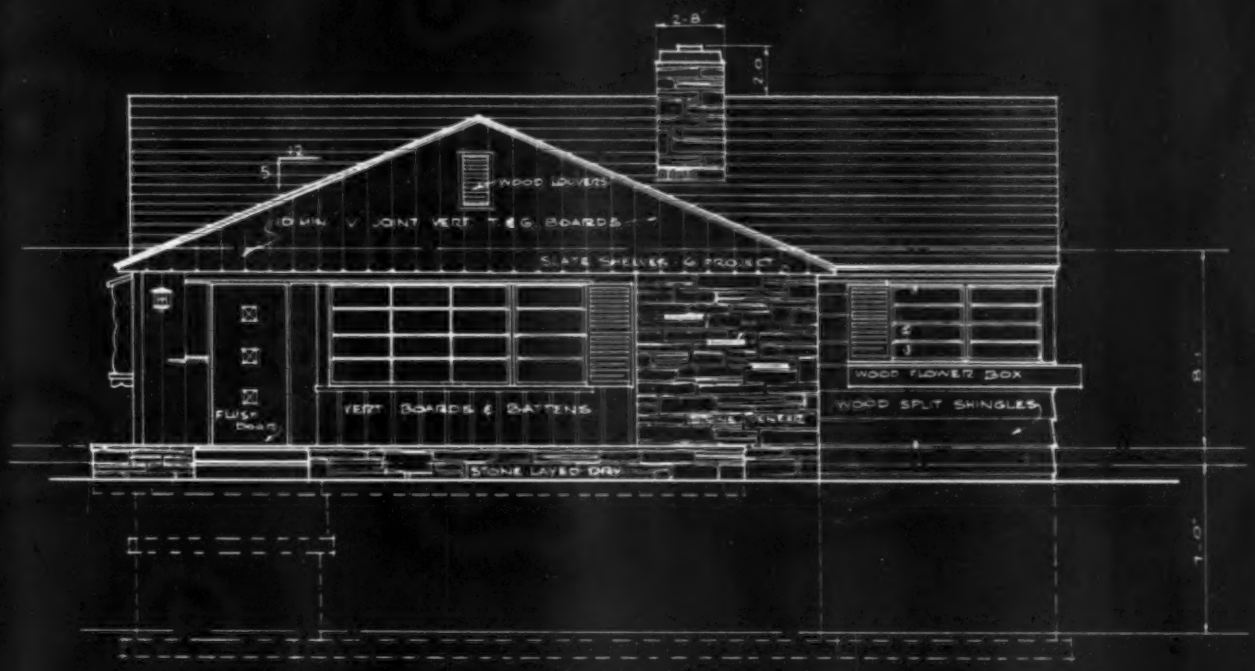
Refinements to the exterior are more pronounced than those within house. The 5-12 roof pitch gives the house an attractive low appearance which is pleasing. To maintain proper balance in the design gable ends are faced with "V" grooved vertical boards. This applies also to the area below the living room window. Stone veneer and hand split wood shingles on the sidewalls combine to produce an excellent facade. Flower boxes in several forms placed under windows add to the attractive appearance of the house. The front door is placed at the far end of the house.

Within the home, a vestibule is formed through a separation created by a built-in china cabinet. Living room is comfortable in size with a fireplace on one wall and ample dining area adjoining the side, which in reality is part of the living room. Two bedrooms are provided with the possibility of a third.

In the event there is no immediate need on the part of the home owner for a third bedroom, this area can be used as a dining room. In that case it is suggested that the walls forming the hall be omitted, and that the dining room extend to wall of living room with opening between these rooms increased in size. By cutting a door opening in the wall separating kitchen from dining room, the living room can be extended to include the dining area and the china cabinet used as a bookcase.

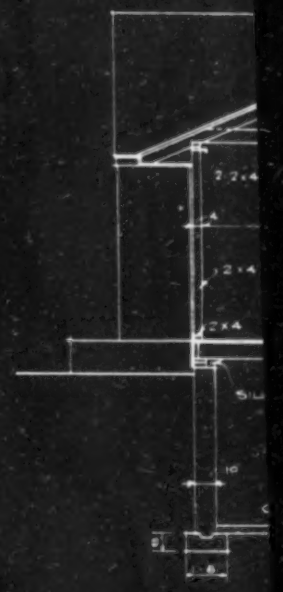
Kitchen is of generous size with two walls devoted to cabinets and fixtures with balance of space used for informal dining. Storage space is abundant with nine closets of various sizes distributed equally in all rooms. Basement is provided under entire house with sufficient space for utilities, recreation and storage.

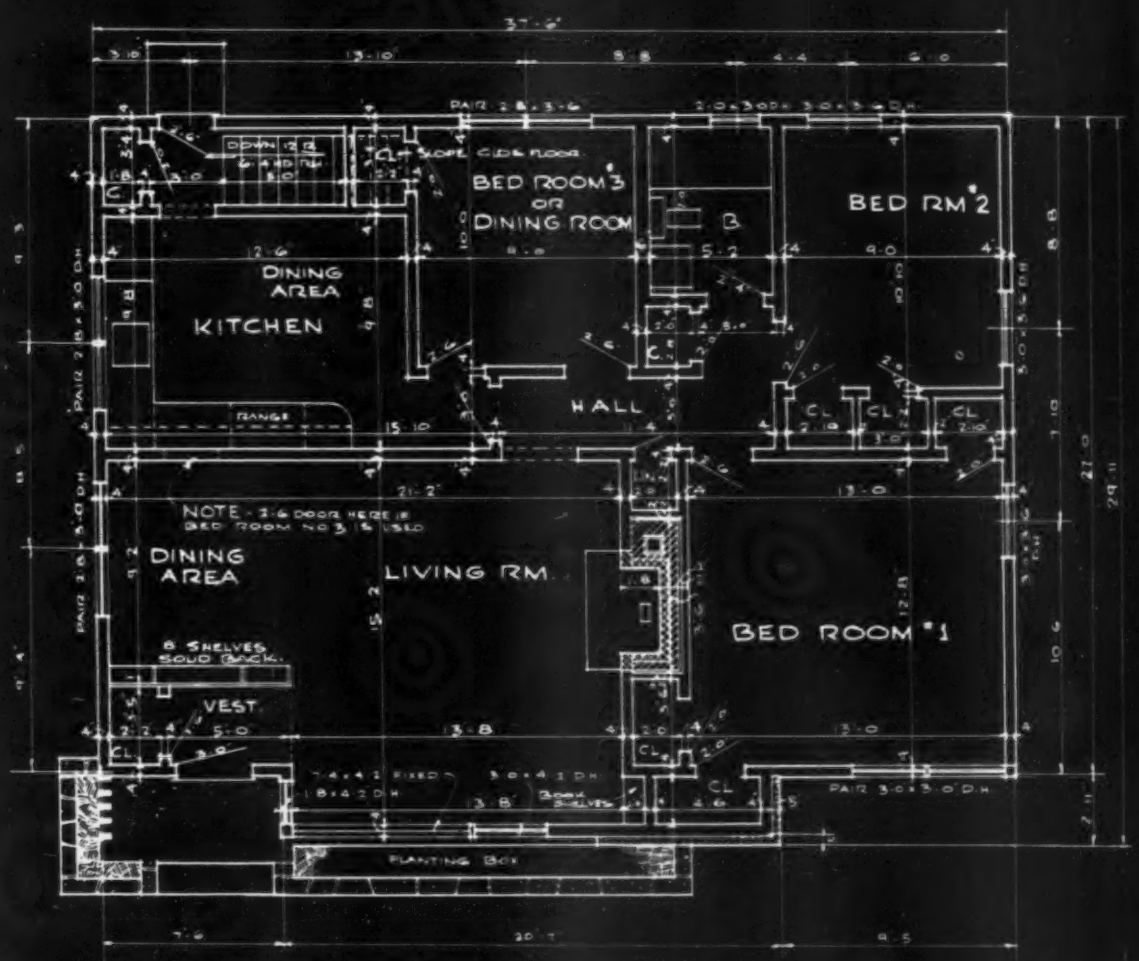
House contains approximately 1100 square feet and is estimated to cost $14,300 to build. This figure will change depending upon the location and the local building conditions.



FRONT ELEVATION

SCALE ⅛" = 1'-0"

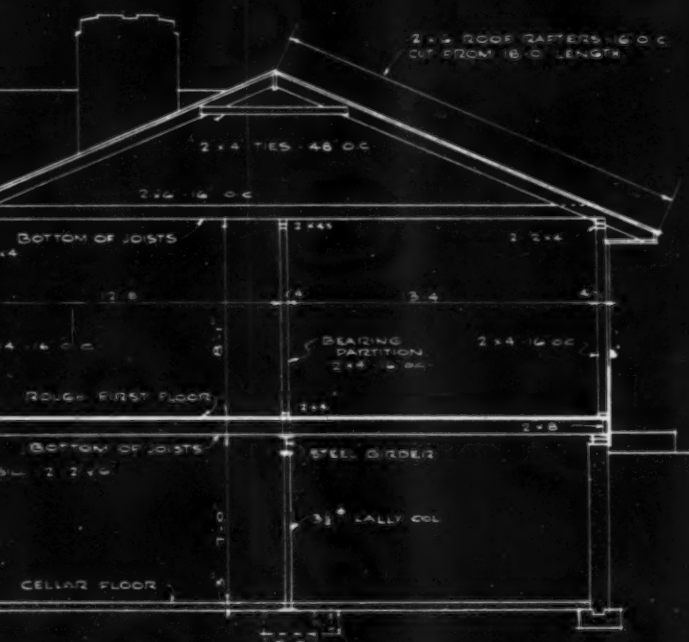




FIRST FLOOR PLAN

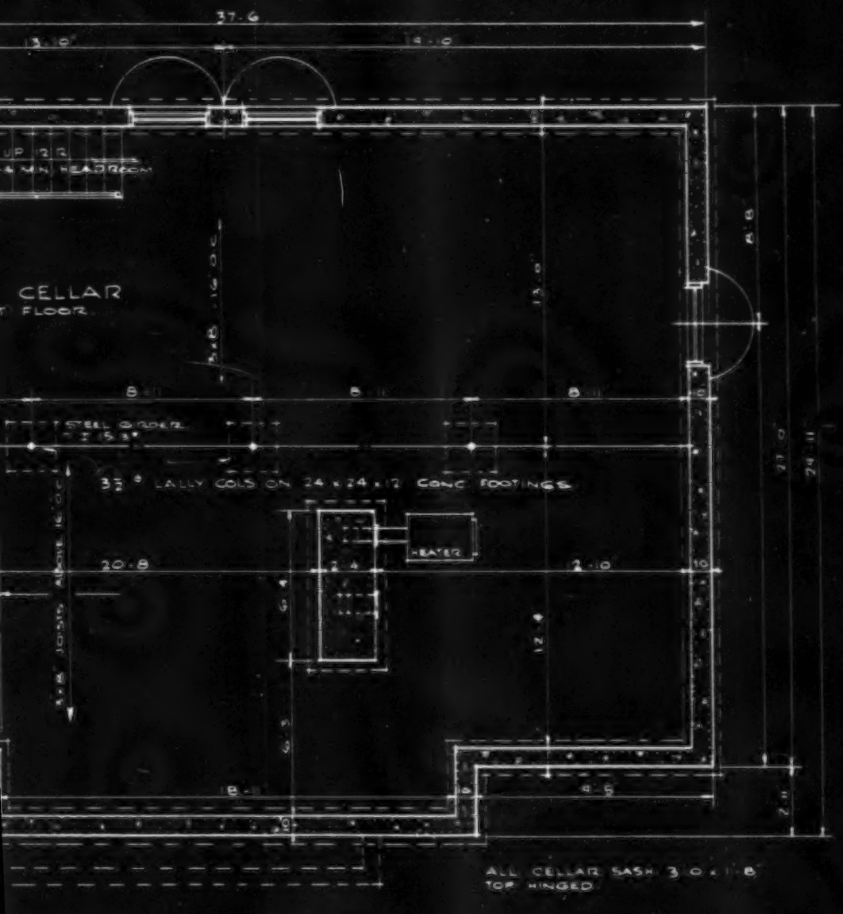
SCALE ⅛" = 1'-0"


WOOD FLOWER BOX
WOOD SPLIT SHINGLES
BOTTOM OF JOI
ROUGH FIRST
CELLAR FLOOR
CR
OPEN CELLAR
CEMENT FLOOR
LAUNDRY TUBS
LEDGE FOR
CONC SLAB
BED RM 2
ROOM #1
CL
CL
CL
PAIR 3-0 x 3-0 D H
CELLA



CROSS SECTION

SCALE ⅛" = 1'-0"



CELLAR PLAN

SCALE ⅛" = 1'-0"

DESIGN NO. AB-147

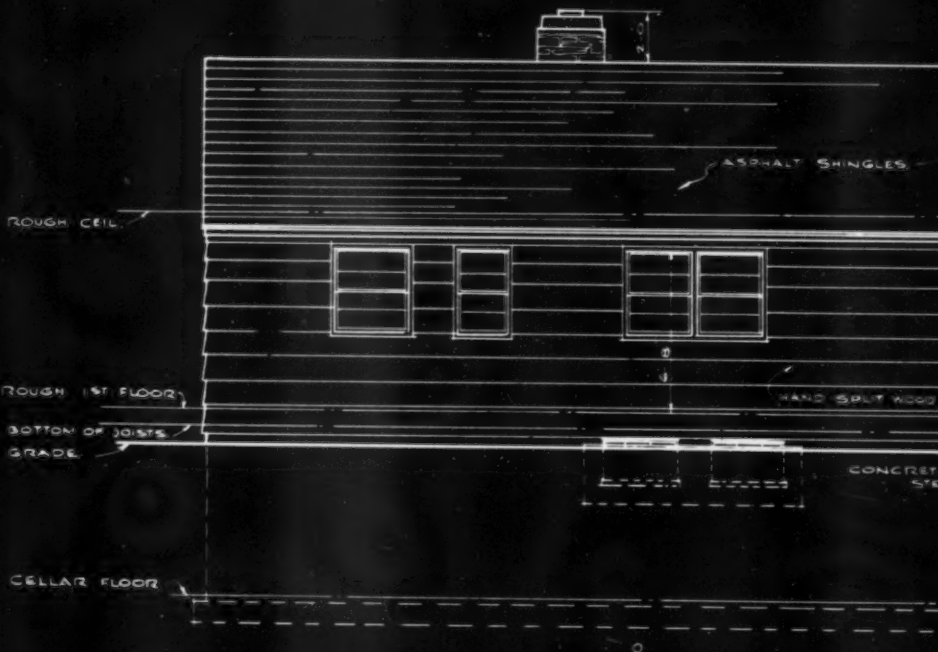
AMERICAN BUILDER BLUE PRINT SERIES

Matern & York

ARCHITECTS

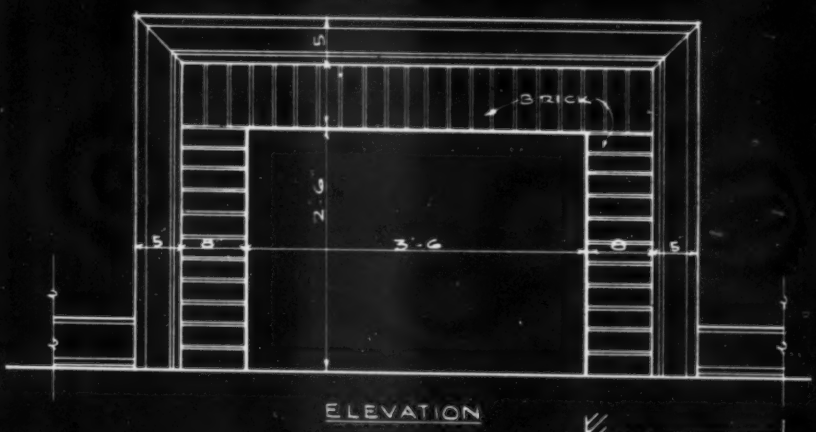
90-04 161ST ST JAMAICA 2 NEW YORK

Simmons Boardman Pub Corp 30 W Monroe St Chicago Illinois



REAR ELEVATION

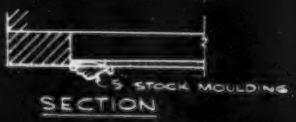
SCALE $\frac{1}{8}$ = 1'-0"



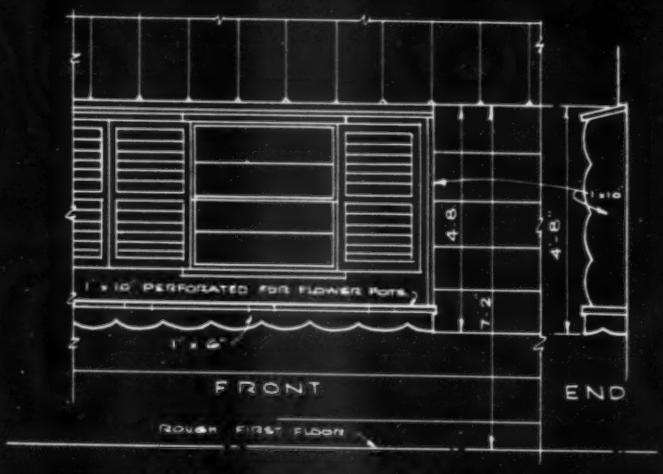
ELEVATION

MANTEL DETAILS

SCALE 1" = 1'-0"

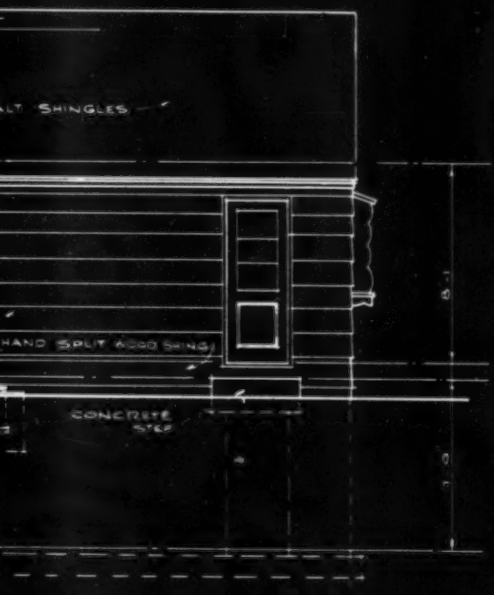


SECTION

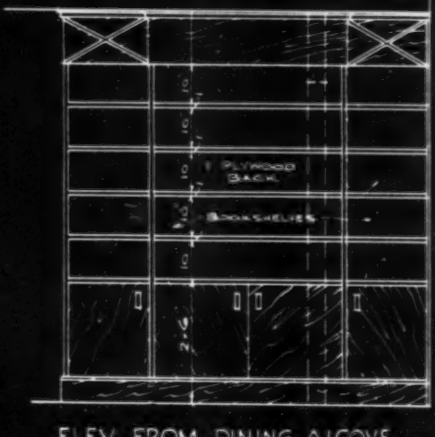


SHADOW BOX DETAILS

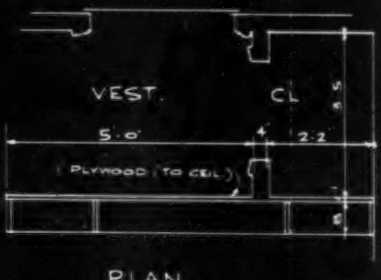
SCALE $\frac{1}{2}$ = 1'-0"



ATION

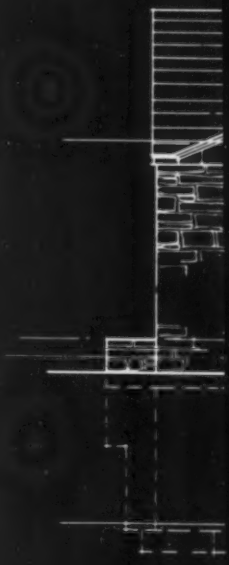


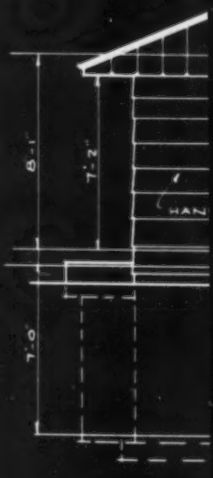
ELEV FROM DINING ALCOVE

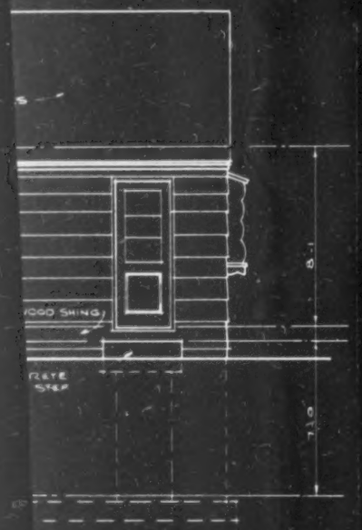


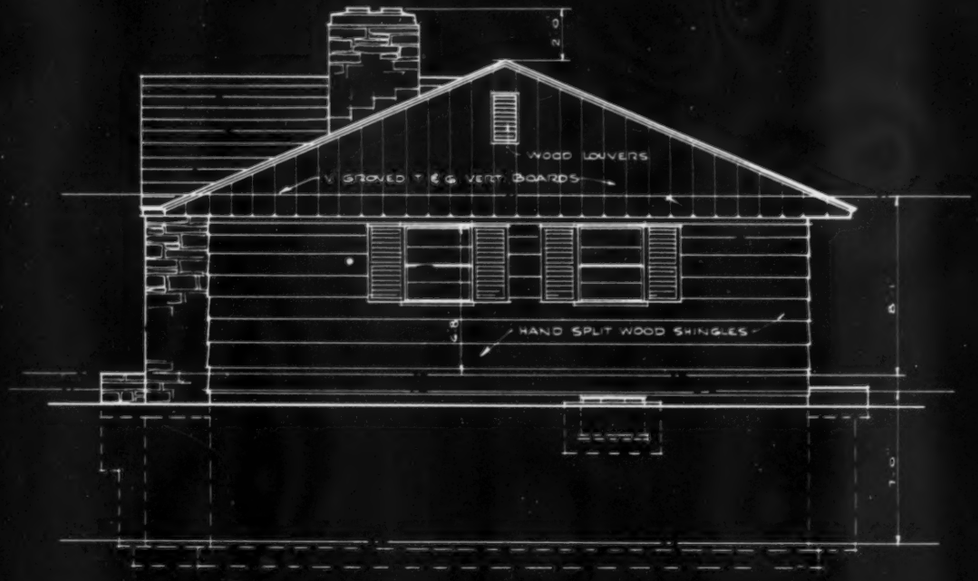
PLAN

DETAIL OF WALL
AT VESTIBULE
SCALE ½"=1'-0"



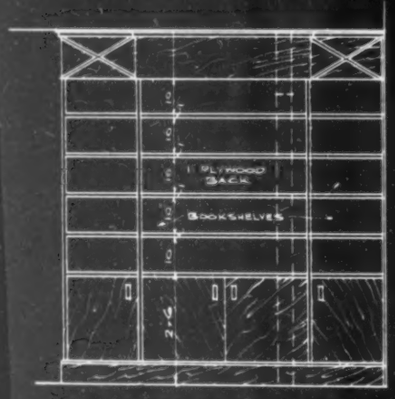




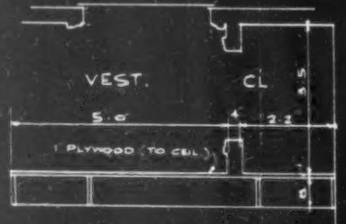


RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



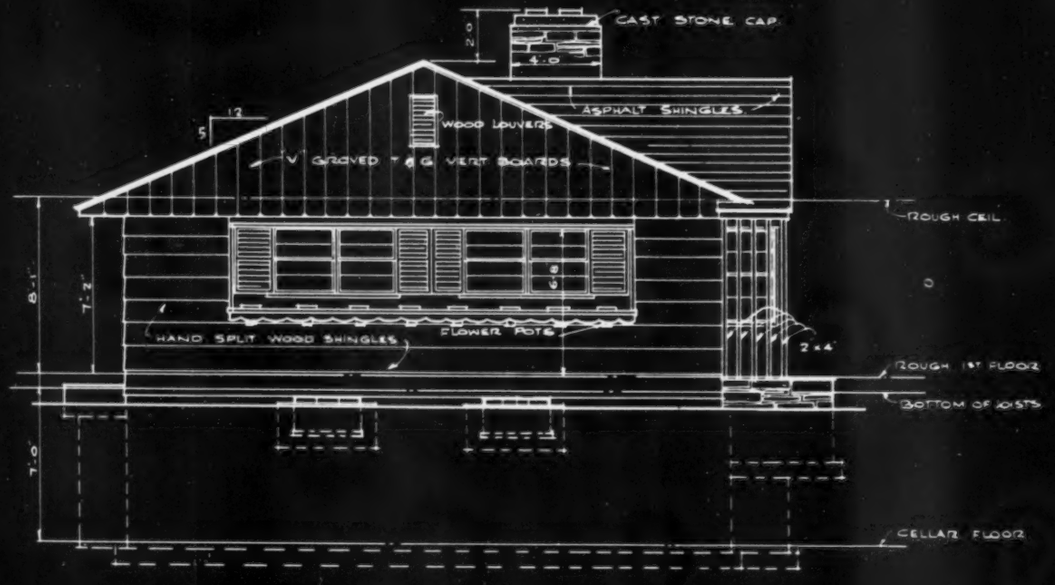
ELEV. FROM DINING ALCOVE



PLAN

DETAIL OF WALL AT VESTIBULE

SCALE 1/2" = 1'-0"



LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"

Building material and home equipment dealer, working closely with builders in small communities of northern New York state, has achieved outstanding success in promotion of modular-designed truss-roof unit





L. B. Griffin, Vice President and General Manager, above, and M. E. Smith, Sales Manager



LATEST model of the Industry Engineered House being promoted by Griffin Lumber Co. Advertising and signs carry a list of local builders with a statement that this house will be reproduced by any of the builders named. The price quoted is about $8,000 without the garage or lot and with bevel siding instead of exterior wall shingles

Aggressive Selling

Popularizes Industry Engineered Houses

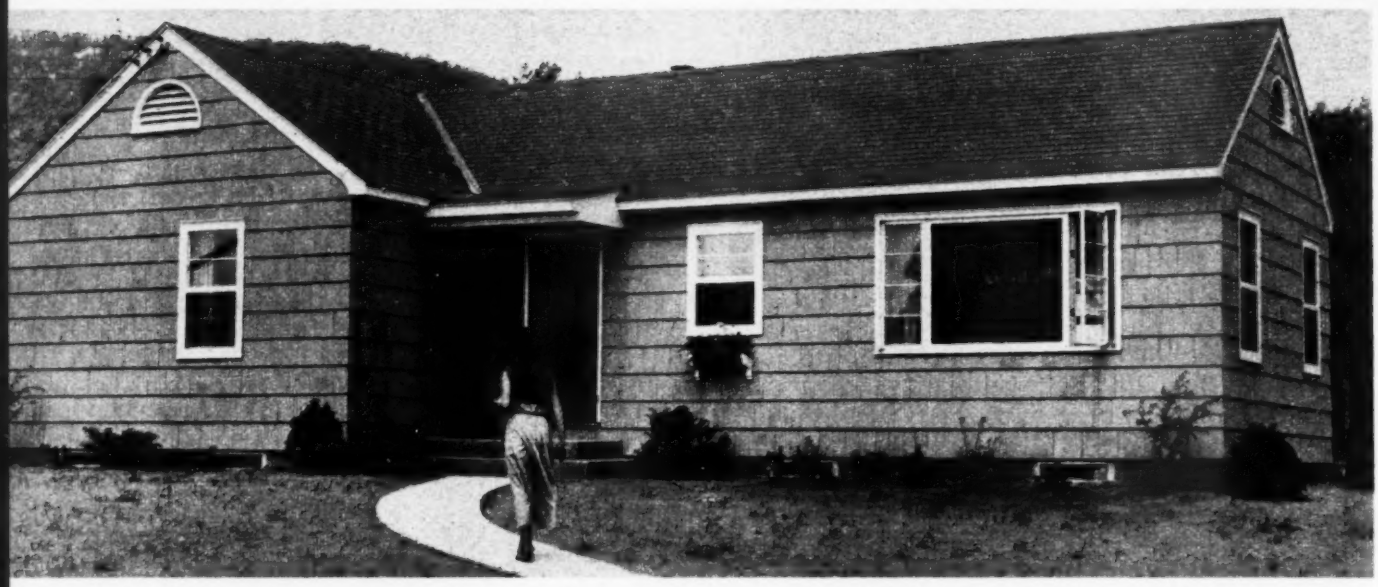
THE modular-designed, truss-roof Industry Engineered House is popular in the Hudson Falls, N.Y., area. Smart merchandising by a dealer-builder firm which recognized its possibilities as a stimulant to interest in home construction and to increased building volume has the residents in a number of communities not only talking, but buying "I-E" houses.

In 1946 when the Industry Engineered House program was first announced by the National Retail Lumber Dealers Association and the Producers Council, M. E. Smith, aggressive sales manager of the Griffin Lumber Co. in Hudson Falls, was immediately interested. His associates in the firm joined him in his enthusiasm. Houses in the firm's conservative trading area had been built in the square "cracker box" style for years and the Industry Engineered House was recognized as a pleasing new model which could be standardized and merchandized by a dealer-builder in a small community where the market was low-cost and handled largely by small builders working in close cooperation with the lumber dealer. A short session with local bankers brought assurance of adequate financing on a sound basis.

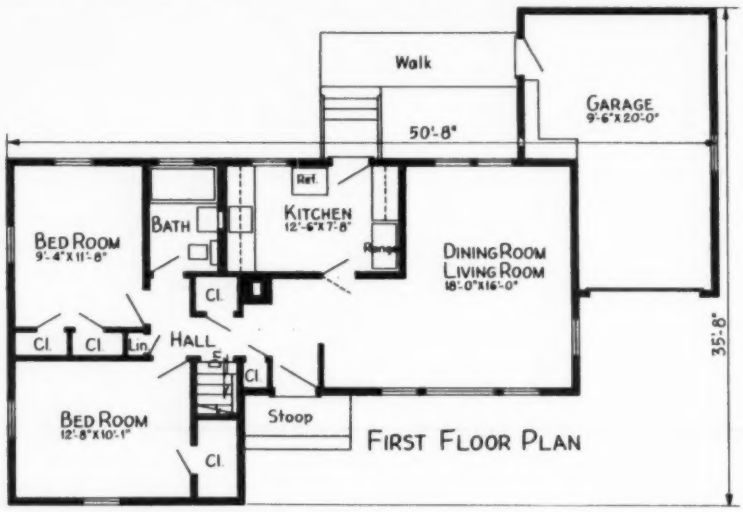
The Griffin Company builds no houses in direct competition with local home builders. Several model houses were erected on a subcontract basis and later sold but all new house customers who come to Griffin's for home building service are referred to local builders for the construction work. It took a great amount of talk on the part of Griffin personnel to get builders interested in changing over to the construction of the "I-E" house, but detailed explanations of the modular system, the principles involved and the savings possible resulted in the conversion of seven builders. One of these has erected six I-E houses.

Griffin Lumber Co., and the builders working with them on this house, find it is very well suited to the climate and requirements of prospective home owners in the upstate New York region. Interest is high in the L-shaped house because of its contrast with the conventional square style which has been common there for generations.

Bulk of the framing for I-E houses erected by Griffin customers is precut in the lumber yard and delivered to the site ready for assembly. Builders have found this a big time-saver throughout, particularly on the roof framing where trusses are used. The 18-foot floor joist material is bought in half-carload lots by Griffin's, cut to the odd 16-foot 7⅝-inch length with the left-over material cut to size for solid bridging.



THE I-E house which was awarded to the winner of a contest sponsored by Photoplay magazine this year. Materials for the house and supervision of its erection in Warrensburg, N.Y., were provided by the Griffin Lumber Co., which serves that area



FLOOR plan of the I-E house with modifications developed as result of experience in building and selling the unit to customers in northern New York state area. A major alteration, not shown here, was in changing roof pitch from 5/12 to 8/12

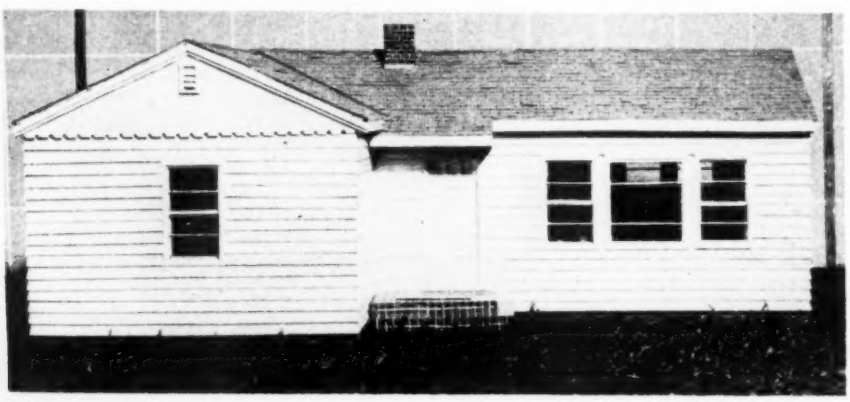
After the foundation is boxed, exterior walls are erected and the roof put on before any inside partitions are put in place. Electricians and plumbers then come in and do what work is necessary before the inside finish is to be applied to outside walls. This system requires two visits by the electrician who must return to work on partition installations. Plumbers have been convinced they can measure correctly from outside walls and cut through subflooring for installations without having partitions in to guide them.

After this is done, gypsum board interior finish is applied to all outside walls and the ceiling, still with no partitions to work around. The 4x12 sheets of gypsum board fit ideally when applied horizontally to the walls. The plan used by Griffin permits most joints to come above and below windows, eliminating as much joint work as possible.

Partitions are put up and finished before the finish floor is laid. Griffin's found that, although much time could be saved laying a hardwood floor without partitions and closets to work around, in the end there was no saving. This is because of all the work usually required to repair damage to a finished floor done by plumbers, electricians and other mechanics.

While working with builders and customers in the erection of I-E houses Sales Manager Smith has developed a number of modifications in the original plans. The latest Griffin I-E model home in Glens Falls, N.Y., illustrated on these pages, incorporates the changes. It was found that if everything were installed in the kitchen as shown on the original plan, the area was too small. The built-in ironing board was eliminated and the inside kitchen door centered in front of the dinette area.

The coat closet at the right of the front door crowded the dining space, so it was eliminated. Many buyers like to have the garage attached to the house, and when this is done, as demonstrated in the latest house, it is set



THREE-QUARTER inch scale model of the I-E house built by supervisory personnel at Griffin's. The house has attracted a great deal of attention at conventions and in bank lobbies where it has been shown. The roof raises up to reveal truss construction

BRANDED PRODUCTS USED IN NEWEST GRIFFIN I-E HOUSE

Armstrong linoleum on kitchen and bathroom floors
Atlas garage door
Balsam wool insulation in side walls
Bendix laundry
Birden lighting fixtures
Bruce pre-finished flooring
Chase copper piping
G. E. Model LB-15 high-velocity forced warm air furnace
G. E. thermostat
J-M asphalt shingles
J-M mineral wool in ceilings
Kwikset hardware
Lawson bathroom cabinet
Magic Chef kitchen range
Marlite on kitchen and bathroom walls
Morgan kitchen cabinets
NuTone door chimes
Pyrofax gas
Ruud 30-gallon hot water heater
Standard plumbing
USG metal sash in basement
USG gypsum board on interior walls

back on the lot to permit a window in the end of the living room. The service door for the garage thus located is placed at the side toward the rear kitchen entrance. This is popular because it permits the buyer to erect a canopy or breezeway over the kitchen and garage service doors, completely covering the walk to the garage. This is easily enlarged into a terrace or porch, fully protected on two sides with finished exterior walls of the house and garage.

Original I-E house plans call for two flues in the chimney, but Griffin's have found that one is adequate. It has also been found that several of the basement windows can be eliminated.

Outstanding change made in the original plans by Griffin's—one dictated by climate as well as local tastes —is the roof pitch. All I-E houses now being built from plans supplied by Griffin's have a roof pitch of 8/12 instead of 5/12. The same style and type of truss is used.

The newest model I-E house by Griffin's in Glens Falls is heated by one of the new General Electric high-velocity forced warm air furnaces with 4-inch ducts to the specially-designed registers in each room. This house, without the garage and with bevel siding instead of double-course sidewall shingle exterior, is being sold in the area for about $8,000, without the lot. The newest model was erected by a team of builders, all interested in the I-E house: Lyle Baldwin, C. Sinkleman, Leland Smith and Malcolm Smith. Other builders in the area working on I-E houses or interested in getting started are: Ernest Sullivan, Charles Jones, Frank Holden, Paul Bishop, Arol Brown, Elgin Pitcher and Frank Chase. Sullivan has built six of the houses.

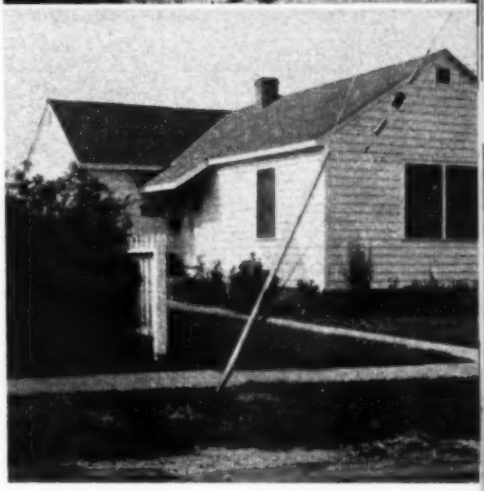
Griffin's make it easy for the small builder to take on complete home building jobs, whether they are the I-E house or not. Plans are submitted by the builder to Griffin's. The builder is given a price on all materials and equipment required; the firm can do this easily because everything that is needed to complete the house is stocked. When the builder has this list and total price, he can add his estimate of labor costs and other expenses to arrive at his final figure on the price of the house.

Because of the aggressiveness of the Griffin firm in advertising one-stop service for home owners and prospects, many persons come directly to the lumber yard office as their first step in starting new houses. When this happens, Griffin's handle everything for the customer, including the recommendation of a reliable builder, or the handling of bids on the job to several builders. Draftsmen are employed in the lumber yard office to help customers and builders with de-

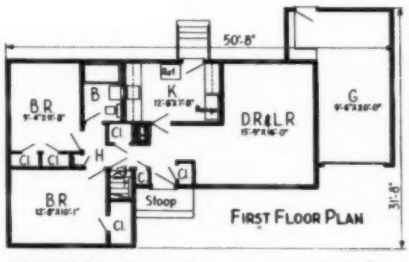
(*Continued on page* 158)



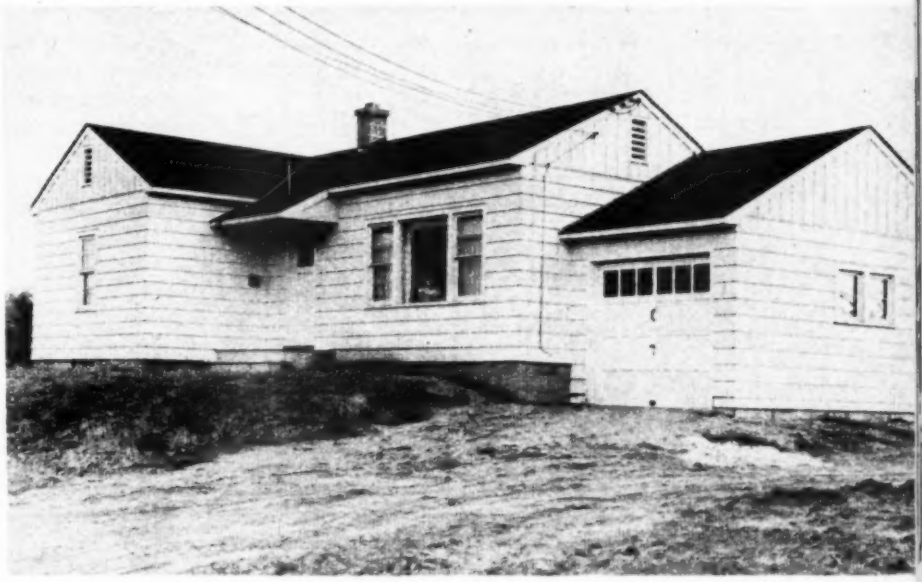


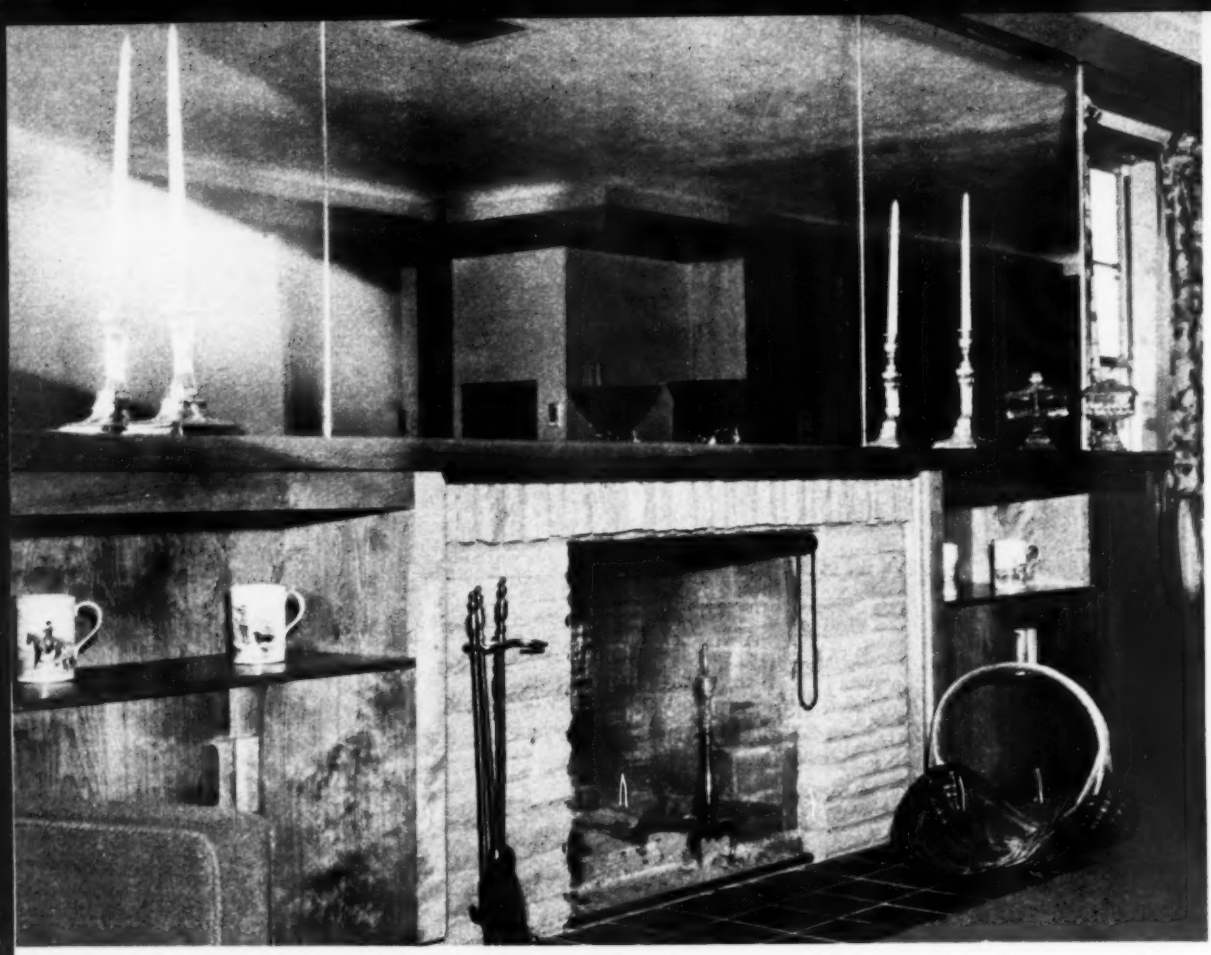


FOUR versions of the I-E house as it is being erected by builders working with this aggressive building material merchandising firm. All have the same basic floor plan, but are in different locations with prices from $8,000 up to $10,500



ORIGINAL floor plan as announced by NRLDA and the Producers Council





FIREPLACE mantel becomes top of bookcases on both sides, and since it is built low, it adds appearance of greater height to wall. Pittsburgh Plate mirrors are copper backed

Another House *Full of Ideas*

A host of built-ins are incorporated in this home — second in new *American Builder* series, which began with our August issue





FIRST FLOOR PLAN

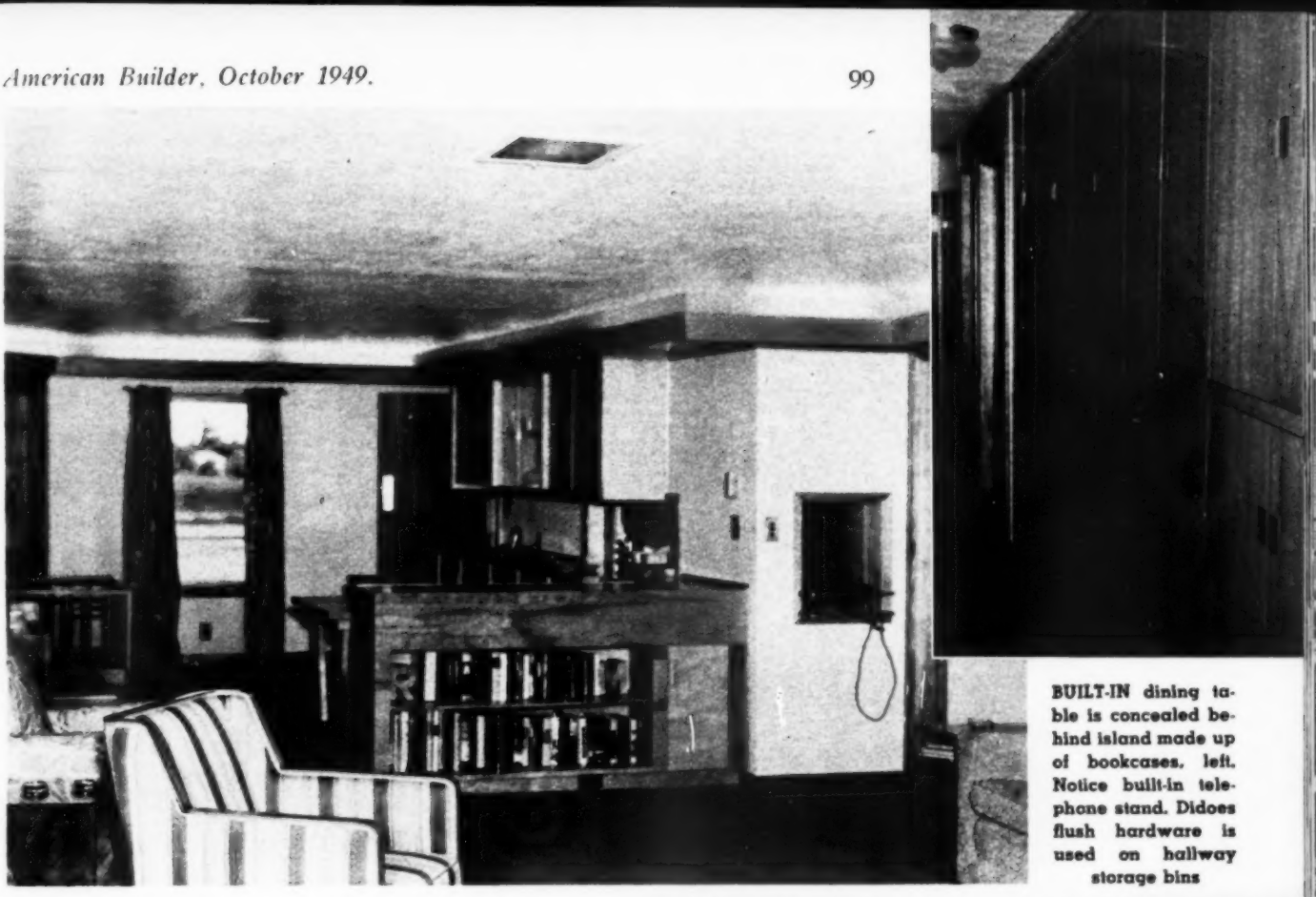
FLOOR plan shows successful utilization of space. Notice storage walls between master bedroom and hall, kitchen and dining area. Sliding doors were used wherever practical. Markey and Hoke planned 103 built-ins for this Bryan, Ohio, home

"BUILT-INS for everything"—over a hundred, in all—are featured in this home. They include a built-in dining table, laundry facilities, game table, package wrapping table, bookcases and a radio, besides a complete storage wall in the main hallway, scores of built-in storage drawers and bookcases.

To provide such an abundance of storage facilities, Owner Robert Markey, of Bryan, Ohio, combined his ingenuity with that of Architect Karl B. Hoke, Toledo, and Builder E. O. Behrman of Ridgeville Corners, Ohio. In addition to plenty of storage, Markey wanted to conserve



SECOND FLOOR PLAN

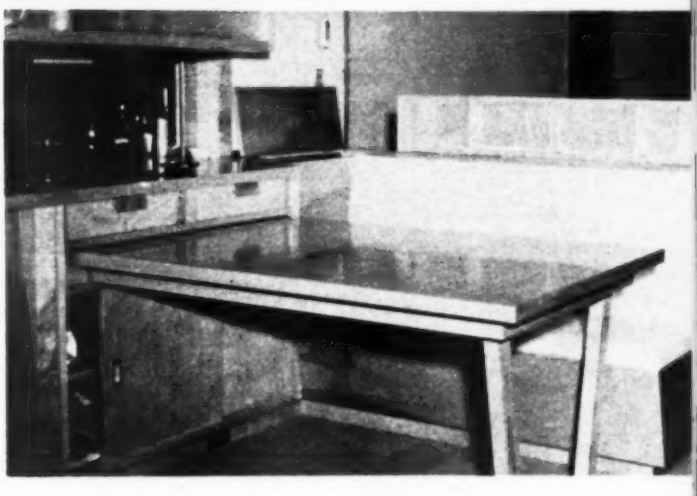


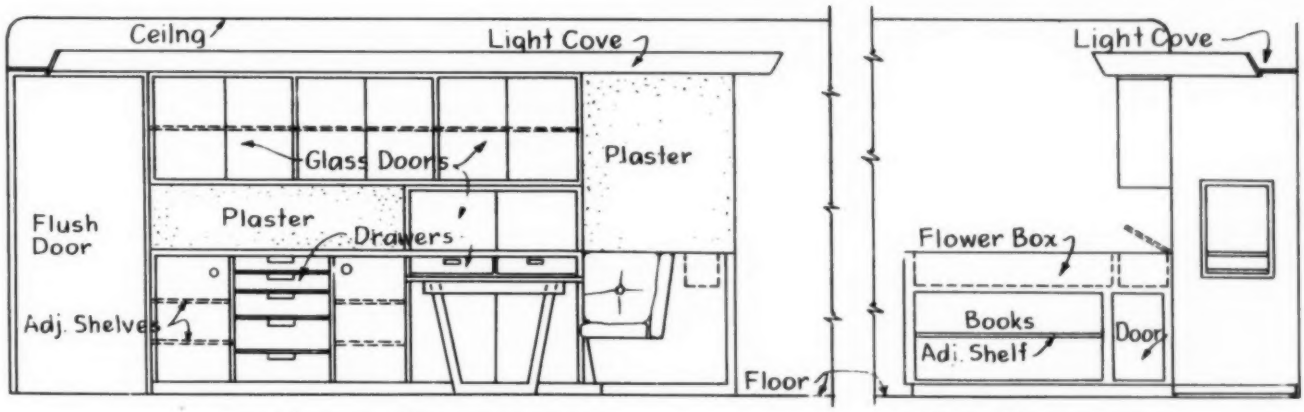
BUILT-IN dining table is concealed behind island made up of bookcases, left. Notice built-in telephone stand. Didoes flush hardware is used on hallway storage bins

on furniture. The answer was inevitably built-ins, and in this case, possibilities for them appeared in the living room right through to small corners in the attic.

Open planning between the living-dining room areas was achieved by an island made up of book shelves. Top cover of this island lifts off, and a planting box may be inserted if desired. Or, with the cover on, it may be used for vase or knick-knack arrangements. Behind this island, concealed from the living area, a built-in table pulls out of the storage wall partition between the kitchen and dining area. In a recessed position, the table seats four. Pulled out, it will seat ten persons.

BUILT-IN DINING AREA

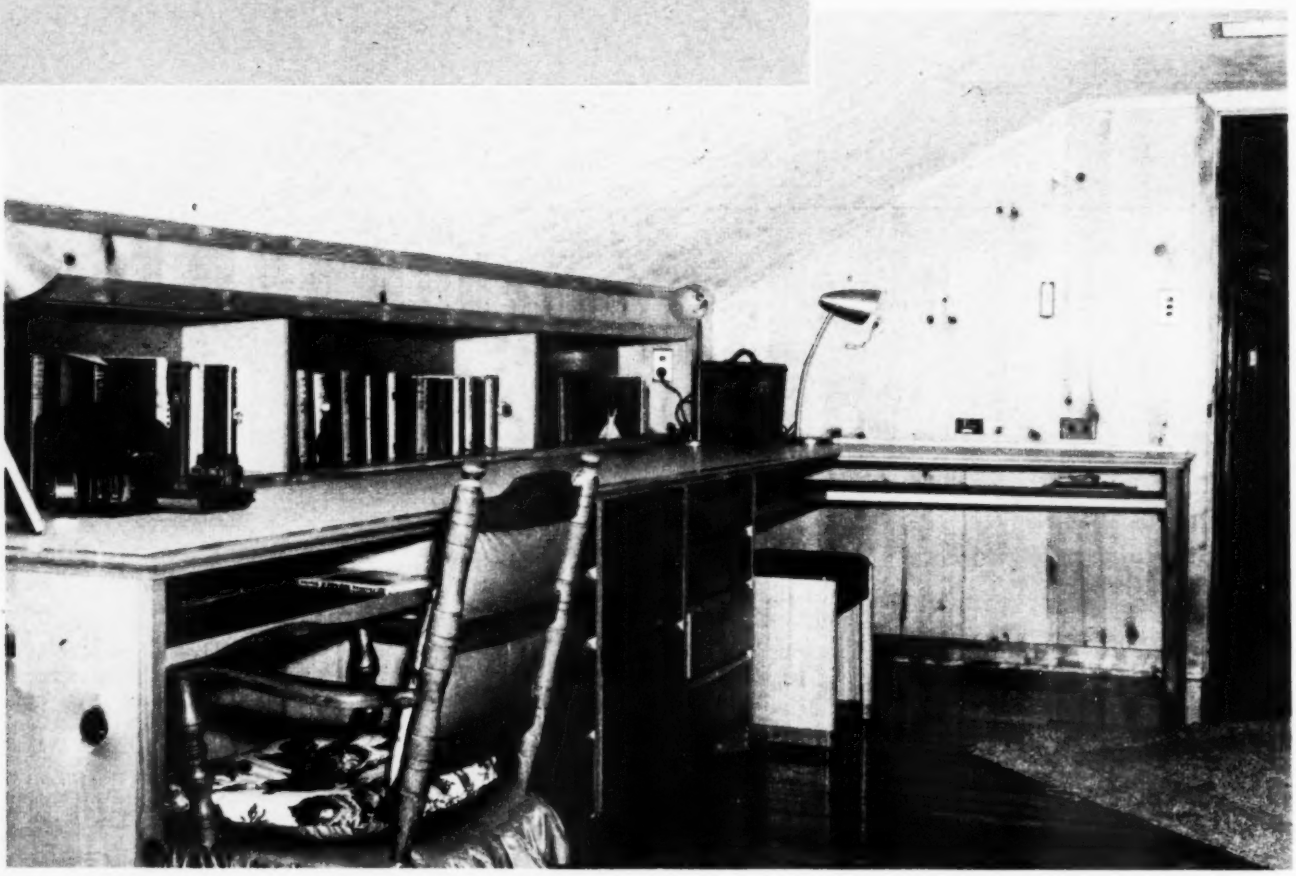


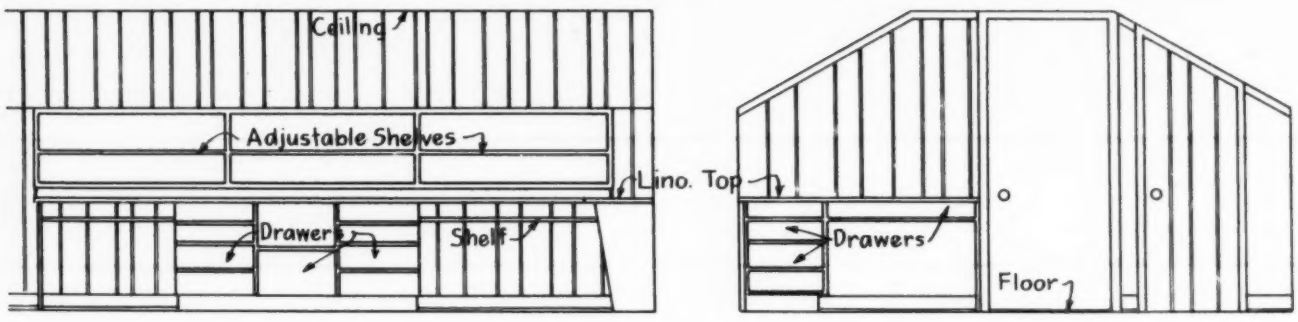


FRONT ELEVATION

SIDE ELEVATION

TOP of this seat-island combination may be lifted off and a planting box inserted. Table pulls out to seat as many as ten persons. Here, it is recessed 18 inches into storage wall between kitchen and dining area. Serve-through area and table top are covered with Formica decorative mahogany. Notice handy drawers and storage cabinets. Lighting in this area, as well as around living room ceiling perimeter, is fluorescent base cove. From living area this unit appears to be an island made up of bookcases. The unit represents Markey's desire for informality and a practical savings of space and furniture





BUILT-IN SEWING FACILITIES

SEWING room is finished in knotty pine. The simple counter and storage arrangement takes advantage of space that might otherwise have been wasted. Back portion is a partition from floor to slanted ceiling, with the single shelf for books built in. Counter, covered with linoleum, is supported by drawer unit and solid pieces of pine that become desk legs. Floor is of oak

Design theme of the living room fireplace is carried out by built-in bookcases on both sides that extend almost the full length of the room. The low fireplace mantel, which becomes the top of the book cases, adds an appearance of greater ceiling height; and a full length plate glass mirror from the mantel to the ceiling further adds expanse to the appearance of the room.

Markey's hobbies dictated many features in his home. Specially built storage bins for golf, fishing, hunting and photographic equipment occupy one wall of the hallway. These bins, arranged from floor to ceiling, are opened and pulled out by manufactured flush handles that do not extend out into the hallway for clothes to catch on. On the other hallway wall, Markey has arranged special picture frames so that he can keep an up-to-date display of his latest photographs. An ordinary picture frame is fastened to the wall with a smaller one hinged from the bottom just inside it. The smaller frame, built to hold the picture in place, may be let down from the top by a pin-point handle, to permit the insertion of a different picture as desired.

Facilities for wrapping packages are neatly taken care of in the hallway. Paper, tape and all items needed are built into the wall, accessible by opening a panel that is hinged at the bottom. Open, the panel serves as a convenient working table. Closed, the panel, about 20 inches square, becomes a part of the wall, noticeable only by the flush handle.

Interior walls of the study, or den, opposite end of the hall from the living room, are covered with African Zebra wood. Highlight of this room is a game table that, when not in use, folds into the wall. A closet, large enough to house the folded table and several folding chairs, protrudes into the study about four inches, and into the wall about the same distance. Doors on the front of the closet are finished in the same material as the walls.

Built-in bookcases occupy most of two walls in the study. A radio and record player unit, which becomes a part of the bookcases, is connected to a loud speaker built into the wall near the ceiling. Lighting in this room con-



STUDY-RECREATION ROOM

INTERIOR walls of study are finished with African Zebra wood. Built-in book cases, phonograph record and magazine storage areas occupy largest portion of two walls. Built-in radio and record player, left, is connected to speaker on opposite wall. Spotlights, by General Lighting Co., supply concentrated heat around any chair in room. Base cove lighting is installed along ceiling, right. Bookcase cabinet doors on this wall incorporate special handle designed by Markey and Hoke. Notice abundant electric outlets

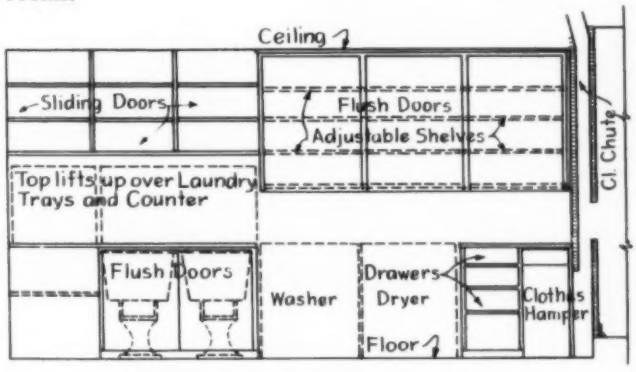


sists of special recessed adjustable spotlights as well as recessed base cove fluorescent lights installed around the complete perimeter of the ceiling. The spotlights, which emit heat, are used for concentrating warmth around any small area in the room.

Conveniences for Mrs. Markey are represented in the kitchen, laundry and sewing room. The kitchen is arranged in a U-shape in front of a handy breakfast nook upholstered in leather. A serve-through area to the built-in dining room table is provided in one wall, directly over the table. The laundry room features a continuous counter arrangement along one wall, allowing plenty of room for placing and sorting clothes. There is a built-in ironing board. Portion of the counter which continues over the sink is hinged at the back, and may be raised and fastened out of the way by a hook when the sink is being used.

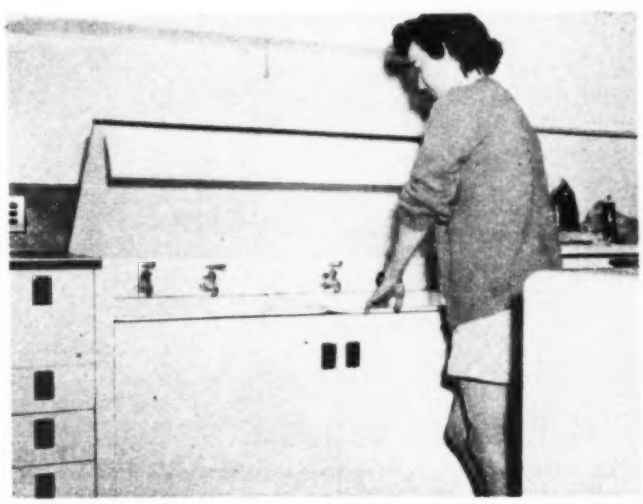
The upstairs sewing room represents practical utilization of attic space that is often wasted because of a sloping roof. On one side of this room, a partition was built and, built-in storage cabinets installed. On the other side, a long, convenient sewing table contains a built-in sewing machine, a place for books, linens, radio, and sewing materials. Recessed lights are provided in the plaster ceiling.

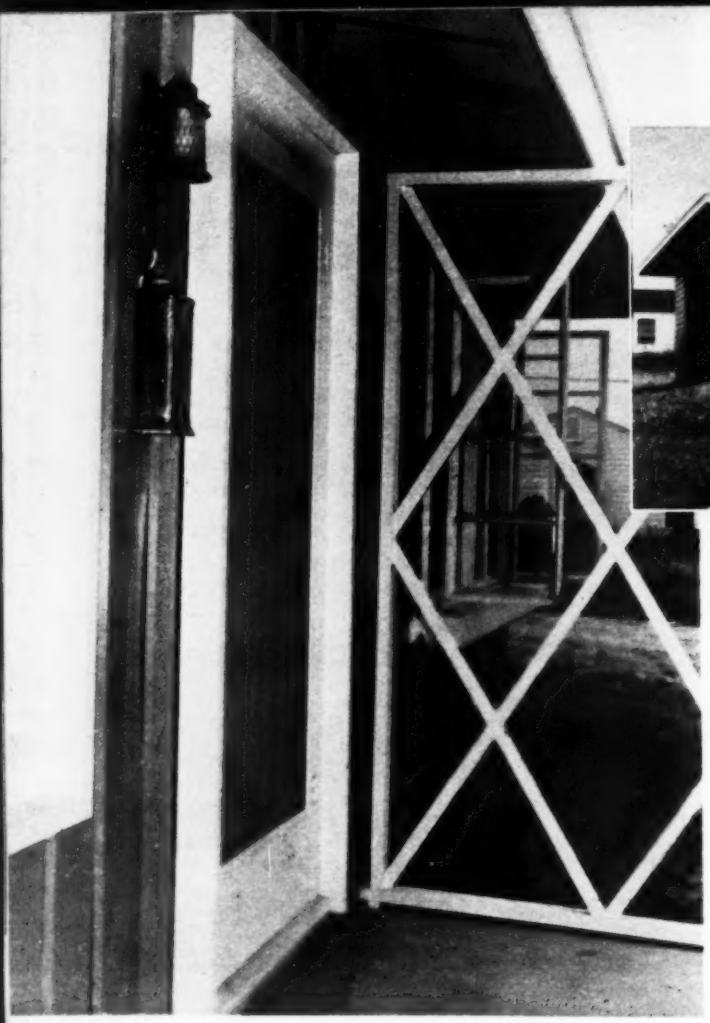
Exterior of the home is modest in appearance. Conventionally built, using 2x4 studs and 2x10 ceiling joists 16 inches on center, the home is on a reinforced concrete slab over concrete piers and footings. Floor covering in bathrooms is rubber tile; linoleum in kitchen, and random length select oak in the remainder of the house. Exterior Red Cedar siding is varnished, left in natural color. Interior wall finish for the most part consists of three coats of plaster; exceptions are the study and the sewing room. The latter room is finished in knotty pine. Warmth in the home is supplied by radiant heat and supplemented by electric unit heaters in bathrooms and in the children's rooms.



BUILT-IN LAUNDRY FACILITIES

CONTINUOUS counter is provided along one side of this laundry room by using the tops of a washing machine, dryer, and this ingenious sink cover. When sinks are in use, this top may be fastened upward by simple hook. The counter is covered with linoleum. Shelves above the sink have sliding doors. Sink unit was dropped below counter level so that faucets could be set flush against four inch piece that hides unsightly pipes. Four inch piece on front part of sink top may be hinged so that when top is in upward position, the piece folds back, out of the way. All hinges used throughout home are invisible type. Drawer pulls fit flush with surface of drawer fronts

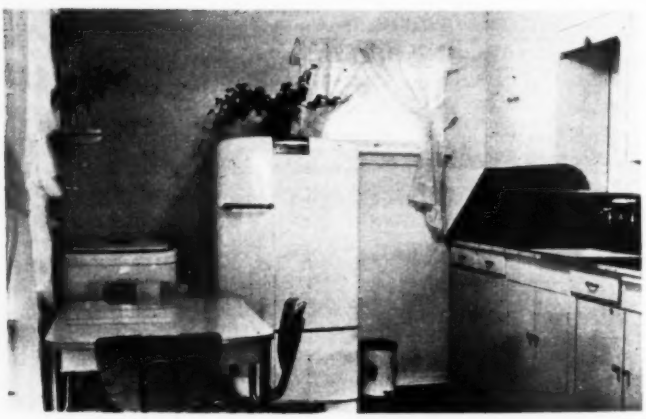






DRISKELL home has 300 cubic feet of storage space

Contemporary





OVERHANG shades sun from Hope steel casement windows. Entrance motif is inexpensively done, yet it is simple and effective

WITH low pitched roofs and wide overhangs, attached carport and walk-in type wardrobe closets, these homes, priced at $6,500 to $6,900, represent a new concept of low-cost housing in Fort Worth, Texas. Construction economies as well as greater eye-appeal are achieved through careful designing, according to Robert W. Driskell, in charge of construction in the new 160-house Sunset Heights project.

Economies are a result of planning kitchens and bathrooms back-to-back to cut down plumbing costs; of using carports, and of using low pitch roofs that eliminate some roof framing. The carports in this instance, add an appearance of greater size to the homes. Since most low-cost housing approaching this price range contain no facilities for automobiles, the carports have an extra added appeal.

"We believe strongly in offering plenty of value for the money," Bob says, "and that builders should not take more than a reasonable profit. Extras add to the cost, but in the long run they mean more satisfied clients."

The homes, on 50 to 65 by 100-foot lots, represent sound construction. They incorporate a new flooring installation method for that area. Over a 4-inch reinforced concrete slab placed on six inches of coarse washed gravel, 1 by 4-inch screeds are laid in mastic. Spaced eight inches on center, about two inches of space is left between the ends of each screed. These two-inch open areas occur alternately, providing a continuous air space. Select 1¼-inch oak flooring is then applied over the screeds. The method is FHA-approved.

One load bearing partition, usually through the center of the house, is used in the homes. This, and all wall framing is of 2x4's, 16 inches on center. Ceiling joists are 2x6's, 16 inches on center. Steel casement windows and slab doors are used throughout. Exterior wall coverings include brick, vertical boards and batts, vertical

New concept in low-cost housing for Fort Worth offers several plus values that make for enthusiastic buyer acceptance



SALES of modern Driskell homes are ahead of construction. Planting boxes are at each end of brick structure, above. Lennox Tallboy, gas-fired gravity warm air furnace, supplies heat. Plumbing fixtures are American Standard. Hardware is Olympic. Masonite wallboard is used in bathroom

Design for $6,500



FLOOR PLAN

FLOOR plan shows placement of utilities to economize in plumbing costs. GI can purchase home by paying $195 down for closing costs, and $51 per month

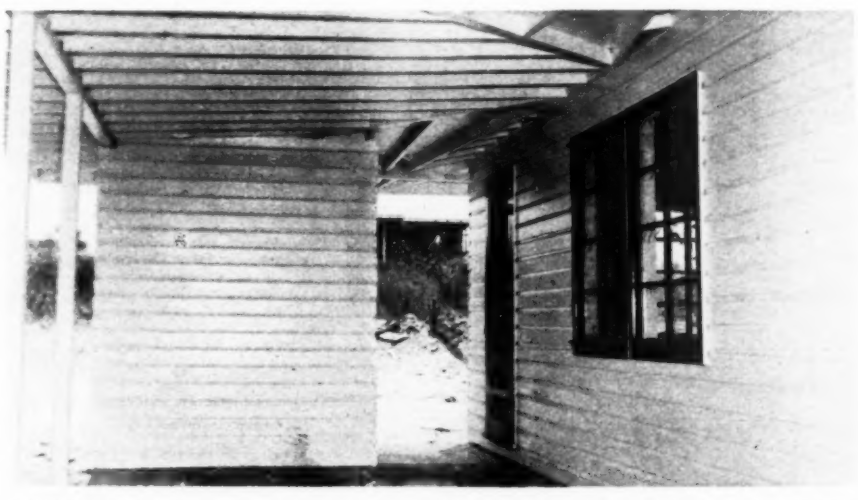
flush boards and redwood natural finish siding. Interiors are of dry wall construction. Twelve basic floor plans and 53 combinations of materials and colors were used to achieve variation in the development.

Pitch of the roofs is one to 12. The firm offers a ten-year guarantee on these 4-ply roofs, which consist of a layer of 30-pound felt nailed on and two layers of 15-pound felt applied with hot asphalt and gravel. Attics are insulated with mineral wool. A gas-fired gravity, warm air central heating unit with 54,000 B.T.U. capacity is used. Warm air ducts lead to each bedroom and the living room.

A durable wallboard material is installed in bathrooms that provides a tile effect, and a shower-tub combination is included. Additional storage space, other than the walk-in closet in each bedroom and a large linen closet, is offered in a storage room built at one end of the carport. Storage space for the house totals 300 cubic feet.

Complete landscaping is provided with the homes which are located near schools and within 15 minutes drive from downtown Fort Worth. One of the homes can be purchased on a combination GI-FHA 100 per cent loan or on a straight FHA 95 per cent loan. Sales are ahead of construction, and each day finds a host of visitors at the project.

Architect Charles E. Armstrong, with whom Bob Driskell worked in designing the homes, achieved practicality—with eye-appeal.



CARPORT adds expanse to these low-cost homes, and in Ft. Worth is adequate protection for car. Structure at end of the carport provides additional storage space



USE of brick with horizontal wood siding adds to appearance of width



FRESH and spritely appearance is obtained in this one-and-one-half-story house, designed in the conventional Cape Cod manner

AMERICAN BUILDER Selected Homes

Pleasing the Purchaser

Houses are designed to meet requirements of each buyer before work is started, thus assuring customer satisfaction

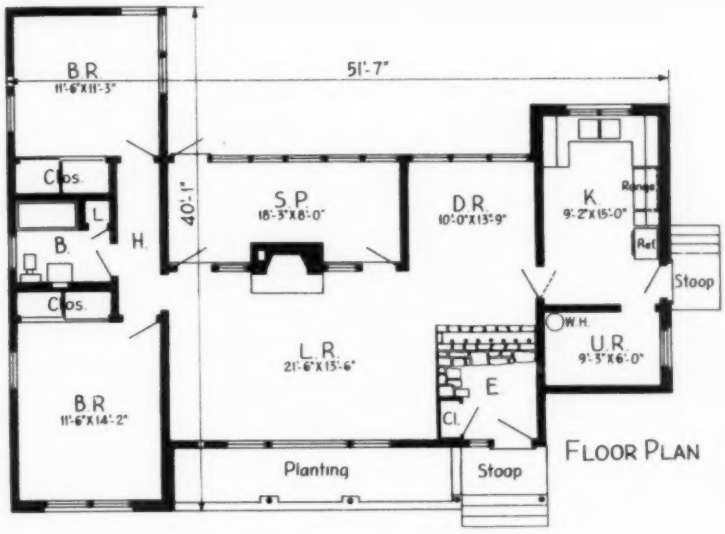


LIVING room is the focal point of plan with other elements radiating from this point

TO B. A. Martin, contractor and builder, customer satisfaction is of utmost importance. His development of fine homes on the outskirts of Atlanta, Ga., where 120 houses have been completed, would indicate that this idea, carried to its ultimate conclusion, pays dividends.

At the present time there remain 60 lots in this development which are rapidly being occupied with houses in various stages of construction. Martin, who is building primarily for G.I.'s, has found a steady demand for his custom-made houses.

The method used by this builder in planning and selling homes is based upon the idea of obtaining a purchaser for a house before any actual construction work is started. The prospect upon making inquiry is given a choice of lots from which he can choose. These are confined within the area of the project under construction. The prospect is then introduced to John Cherry, the



PLAN provides separation for services, plus exterior and interior planting

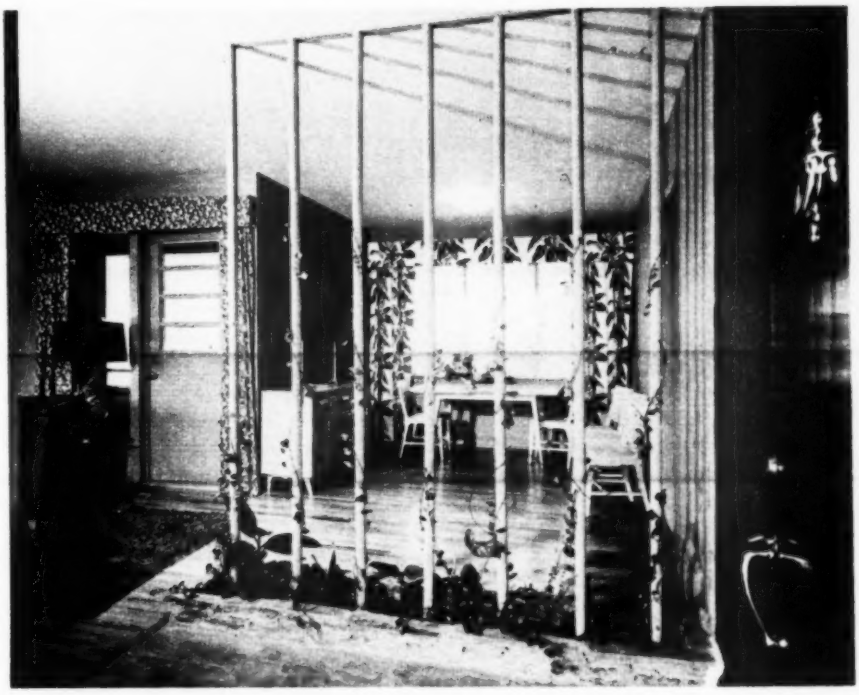


WOOD cupboards provide ample kitchen storage

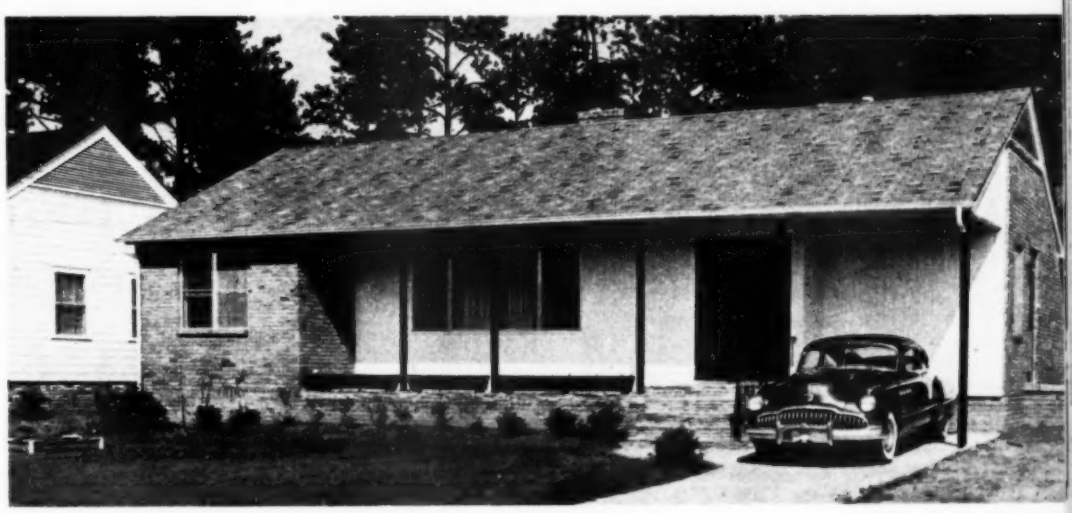
builder's architect, who in turn designs a house to suit the individual's requirements. In this way all the houses become different both in plan and elevation. The method produces lasting satisfaction on the part of the owner and builder.

Martin has found it to be just as economical to operate in this manner as other builders do by using pre-assembled methods. This builder has a group of splendid mechanic's and subcontractors who have worked together with him for a long period of years. Consequently they know exactly what he wants, and are prepared to do the job in just that way, in a minimum of time.

These men are proficient in the art of handling small power equipment. They are not too much concerned if they have to cut the material on the site, because they are equipped and prepared to do so if need be. All the men understand



WOOD pole screen, planting box and flagstone floor furnish separation from living room



THIS house which is severe in line and profile, captures interest through its use of contrasting colors on the front surface. Large louver surfaces in gable ends assure maximum ventilation in attic area. Pitch of roof is adequate to allow ample storage space between the roof and ceiling



THIS house presents a straightforward approach to the problem of design as it applies to the small home. Planting surfaces are arranged across the front, and from these areas vertical members carry up to roof; the larger ones support roof overhang while the smaller poles support climbing vines. All add to appearance of house

how to read plans quickly and accurately; therefore when a special feature in a house comes along, they take it in stride.

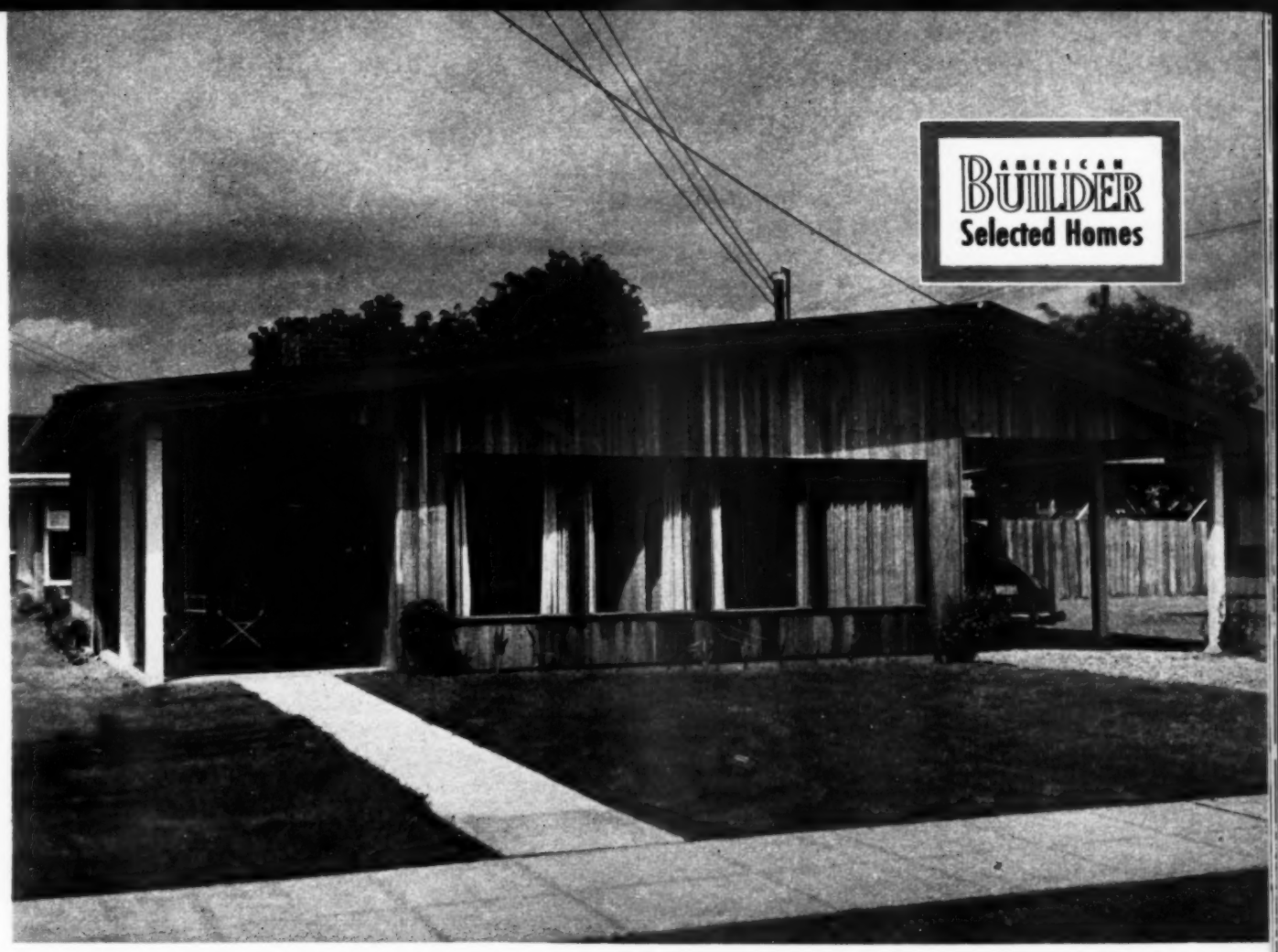
The houses illustrated on these pages are representative of those that Martin has completed. They vary greatly in size and architectural features, ranging from 1000 to 1600 in square foot area. The minimum width of lots is 65 feet with depths varying from 150 to 250 feet. Most of the houses have one bath, although a few have one-and-one-half and two baths. The cost of the houses, including lots range from $10,000 to $15,000, with the greater number of them priced around $11,000 to $12,000.

These homes feature brick veneer over frame for wall construction, vertical and horizontal weatherboarding and redwood siding, depending on the design. Inside walls are plastered, with tile used in bathrooms. Floors are hardwood, roofs of composition shingles.



FIRST FLOOR PLAN

THIS house presents a formal plan layout, with living and dining rooms on each side of center hall, adapted to a simple and informal exterior. Circulation from the front hall to each room is excellent. The kitchen in its isolated position as related to the balance of house has good cross ventilation and light



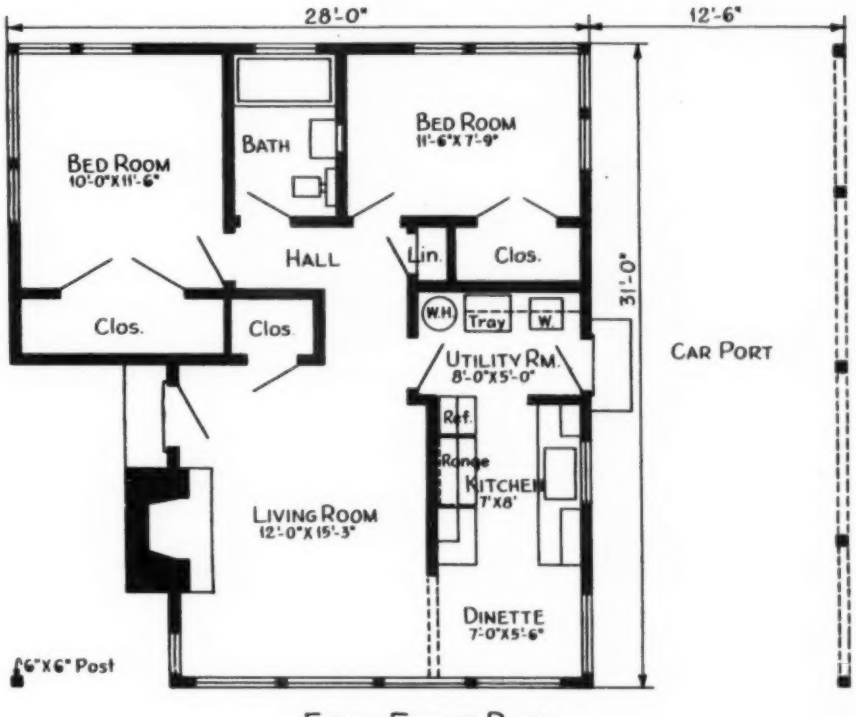
DESIGNED in the modern mode this house with its vertical wood facing is typical of the Northwest where lumber abounds

Unusual at $8,500

THIS all frame house is one of seven now under construction in Seattle, Wash., by Philip L. Ceis, builder and designer. Built to sell at $8,500 it represents one of the top values in its class.

The house containing approximately 720 square feet exclusive of carport and porch is built on a concrete slab which is placed on 12 inches of gravel fill. Asphalt tile throughout is cemented to the slab. Vertical walls are 2x4 studs with dry wall and knotty pine for interior facing. Wood sheathing and 1x4 "V" joint T & G cedar facing is applied vertically to the exterior and left in its natural color. Roof surfaces are covered with a built-up tar and gravel roof. Utility portion of kitchen contains double laundry trays, hot water heater and automatic washer. House is heated with six electric heaters, distributed one to a room except living room which has two.

This house presents a rather formidable front toward the street. A continuous slope of roof over porch, house and carport gives the impression of unusual width. The large windows and the broad wood surfaces coupled with the low sweeping roof and the vertical facing help to produce a good looking house.

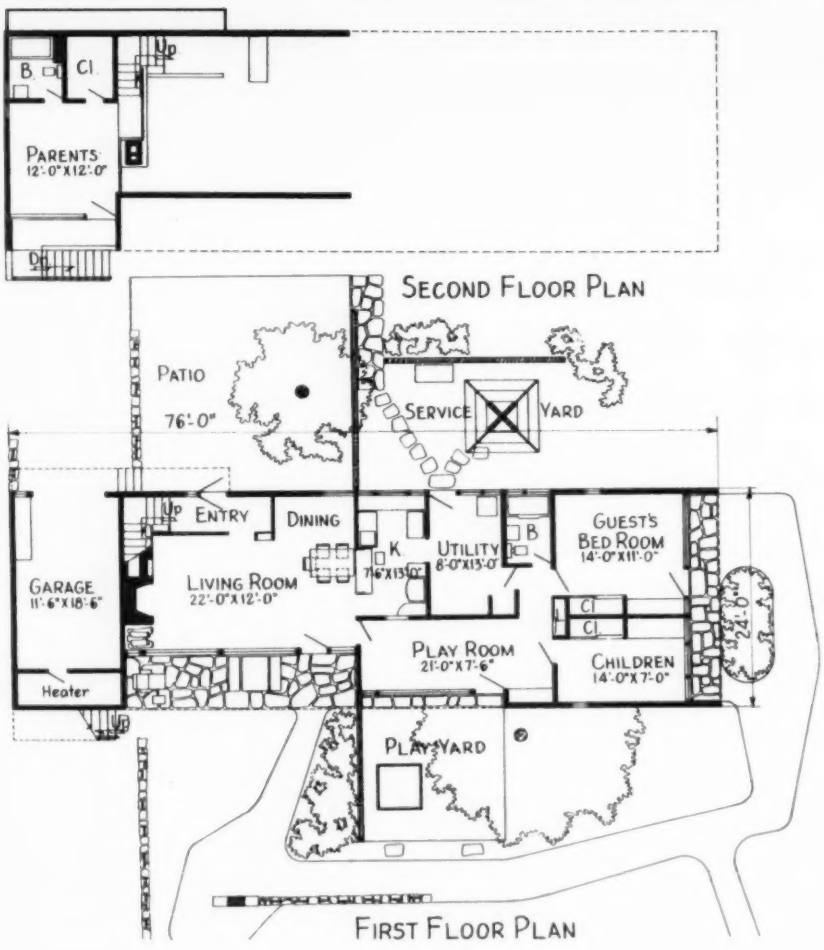


FIRST FLOOR PLAN

PORCH, carport, four rooms and bath are all closely knit together in a compact unit. Dining area, kitchen and utility are combined in one room with the respective fixtures providing the separation. Large opening combines living room with dining area

An Experiment



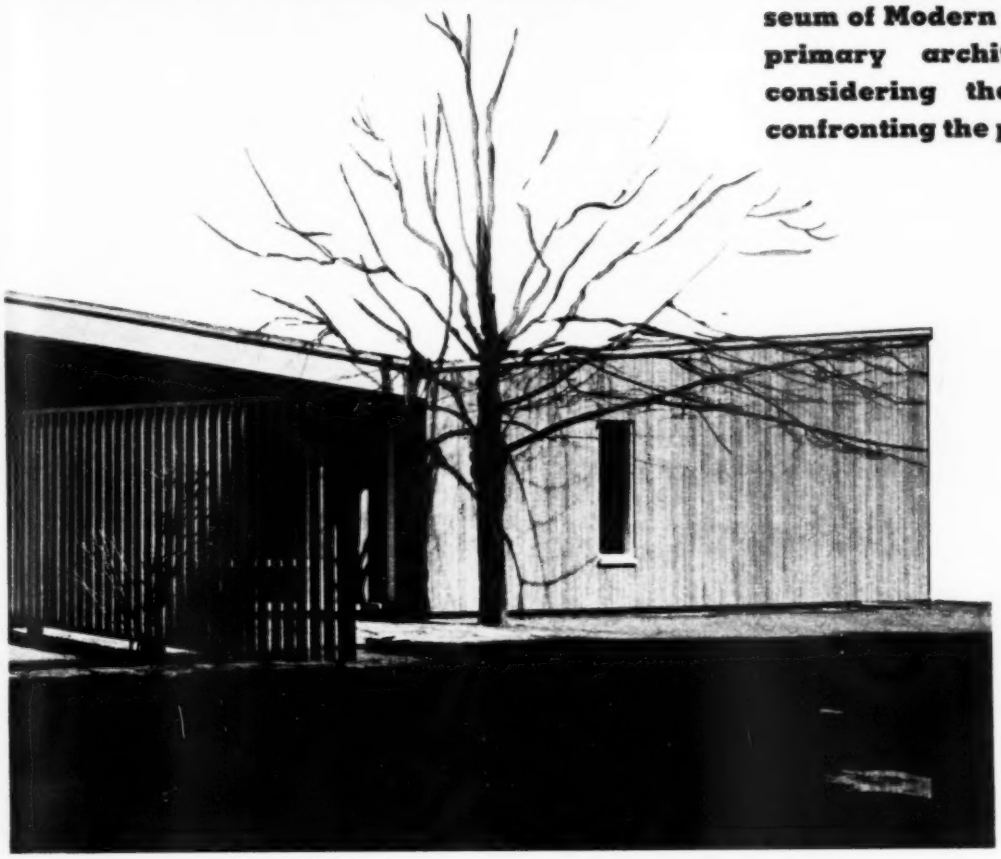


AMERICAN BUILDER
Selected Homes

THE model house shown above with its butterfly roof and glass walls is a distinct departure from the normal traditional design that for centuries has been associated with domestic architecture. The house is shown in its expandable form. The first phase, complete in itself, includes all rooms except garage-storage section with an additional bedroom with private bath and sun terrace above

...in Functionalism

In sponsoring the construction of an expandable house, the New York Museum of Modern Art recognized today's primary architectural need while considering the practical problems confronting the potential home builders

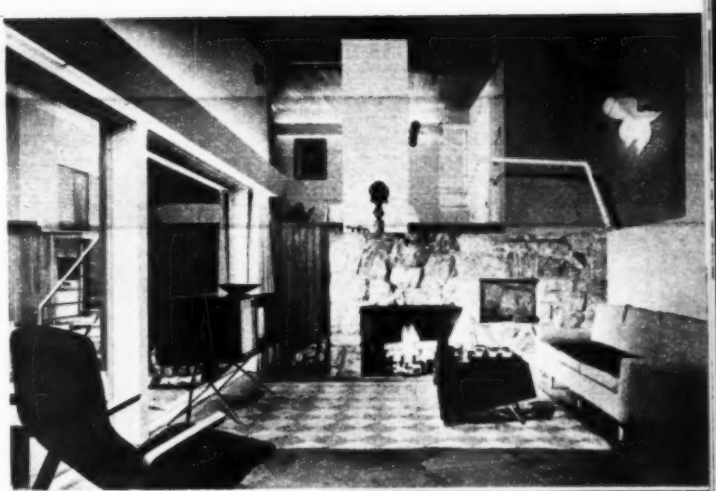


THE house in the Museum Garden, designed by Marcel Breuer and built by Murphy-Brinkworth Construction Co., of New York City, stands in the sculpture garden behind the Museum of Modern Art. It is an up-to-date solution to an individually built, architect-designed country home intended to be built by any local contractor.

The reluctance of lending institutions to loan money on houses that radically depart from the traditional has caused builders and potential home owners to shy away from the ultra-modern in home design. It is interesting to note that two loan associations, both of New York City, showed great interest in lending on this type of house after careful scrutiny of its plans and specifications.

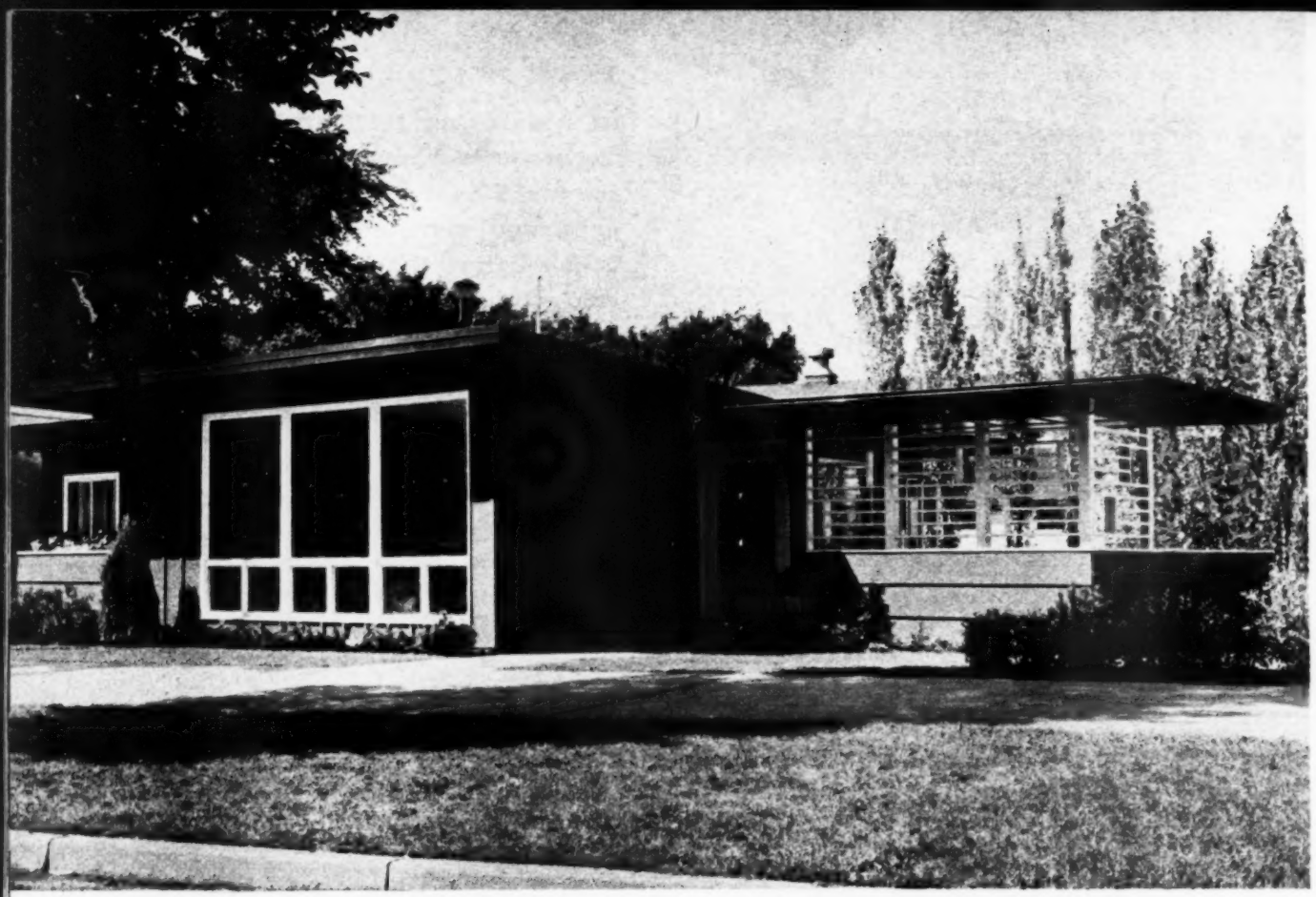
An outstanding characteristic of the long rectangular structure is its unusual profile, resulting from the butterfly pitch of the roof. This eliminates the necessity of gutters and drains. A single drain passes through the center of the house where heating prevents freezing. Windows and rooms are protected by roof overhangs. Outdoor areas are divided by free-standing louver partitions or bench-like stone walls.

It is estimated that the expanded house can be built in the East for approximately $27,000. By eliminating the wing containing garage and second floor bedroom and bath, cost can be cut back to about $18,000. This house should be placed on no less than one-half acre of ground.





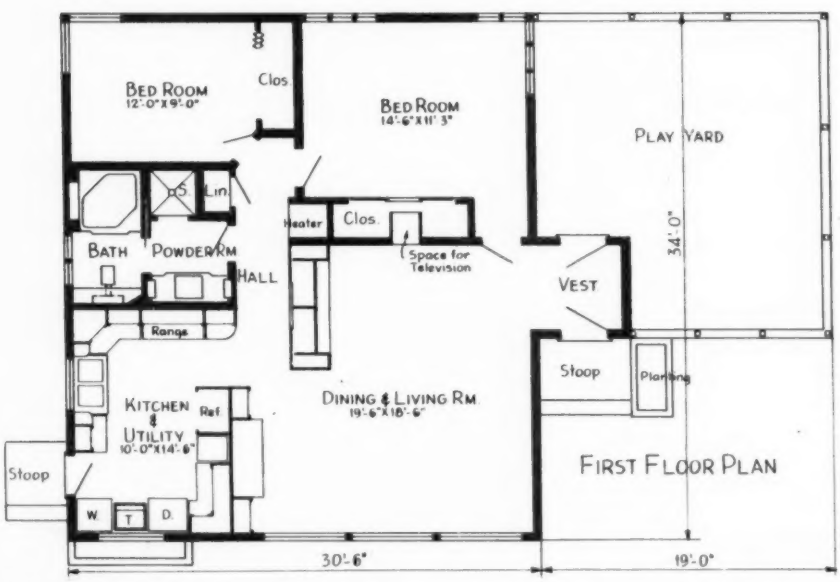
LIVING area of the combination living-dining room shown above and at right. Ceiling is finished with cypress tongue and grooved boarding. A radiant heating system in the floor slab is planned to make the summer-cool flagstone floor warm in the winter. Stair and balcony railing of heavy rope is held in place by stainless steel thin wire cables. The dining area of the living-dining room is shown at right. This space is separated from kitchen by sliding panels covering counter and open shelving. Combination buffet and bookcase with drop leaf doors are built into adjoining wall



HOUSE that embraces open planning in room arrangement, follows the latest trend in exterior appearance

AMERICAN BUILDER Selected Homes

MODEL HOUSE—*That Had To Be Practical*



CONTAINING a trifle more than 1000 square feet inside its perimeter, this house packs a lot of real living space within its walls. The enclosed play yard and covered terrace are features appreciated in limited city areas. The square shape of house promotes economy in construction and in the use of materials

THE Centennial Home of Tomorrow constructed by the Home Builders Association of St. Paul at the Minnesota State Fair Grounds, contains only a trifle more than 1000 square feet inside its perimeter, yet packs a lot of real living space within its walls. Every effort was put forth by its designer Norman R. Johnson, architect, to emphasize the practical both in plan and elevation.

The erection of this exhibit home on the Fair Grounds in connection with the Territorial Centennial was recognized by the builders' organization as an opportunity to demonstrate to the public the progress being made in the home building field. Also, they felt it would tend to silence the critics who say that the builders have been lax in producing new methods of construction and design.

The exterior lines of the house follow the present trend in domestic achitecture. The walls are a direct projection of the plan profile capped with a wide spreading semi-flat roof.

Sufficient overhang provides ample shade for all the windows, keeping out the high summer sun and yet letting in the low winter sun thus taking advantage of solar heating.

A phase of the design which should not be overlooked, and yet is responsible for much of the interest created in the front elevation, is the lowering of the roof line over the kitchen portion of house. This change in roof lines is accomplished in spite of the fact that the plan contour is square. It was done simply by providing a semi-flat roof over the living portion of house, with the lower end of this roof extending over the other portions.

The covered terrace and play yard are for all practical purposes and intents a continuation of the house proper, thereby increasing its apparent width. Because the play yard is made an integral part of the house it can be used as an all-purpose area, a new innovation for this part of the country.

The exterior surface material is a happy combination of horizontal wood siding and vertical boards with battens. The street wall of living room is entirely of glass with ventilating units in the lower portion of the wall.

Full height built-ins characterize the interior. This is true of all the rooms. Storage wall units form separations between living room and hall, and kitchen and dining portion of living room. These contain special features such as sideboard, cabinets and bookcases. Full height wardrobes with Modernfold accordion doors extend across one wall of each bedroom.

The kitchen, of course, has the usual complement of wall and base cabinets, including a counter and front, placed on casters, that cover the laundry tubs when not in use. This provides a continuous counter for the fixture wall of utility room. Bathroom also has its share of built-ins. Tile vanity extends across one wall with lavatory in center. Built-in drawers extend from counter to floor. Open cabinets are placed on the two opposite walls with full height mirror directly over and in front of vanity. An ingenious arrangement of storage cupboards are placed on wall containing water closet and tank. Cupboards are built all around the tank to height of window. Face of cupboards are flush with tank.

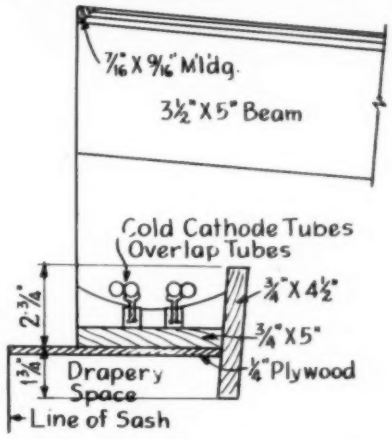
This home was made possible by contributions from suppliers and labor donated to the project by builders. The undercarriage of house, which was built to be sold, is constructed of heavy timbers to facilitate its being moved to a new site.



VIEW of living room at right shows the prominent position given to the television set. This is placed flush with patterned Weldwood Philippine mahogany facing on wall. Mechanism for set protrudes into adjoining bedroom closet. Bookcase is decorative as well as useful feature

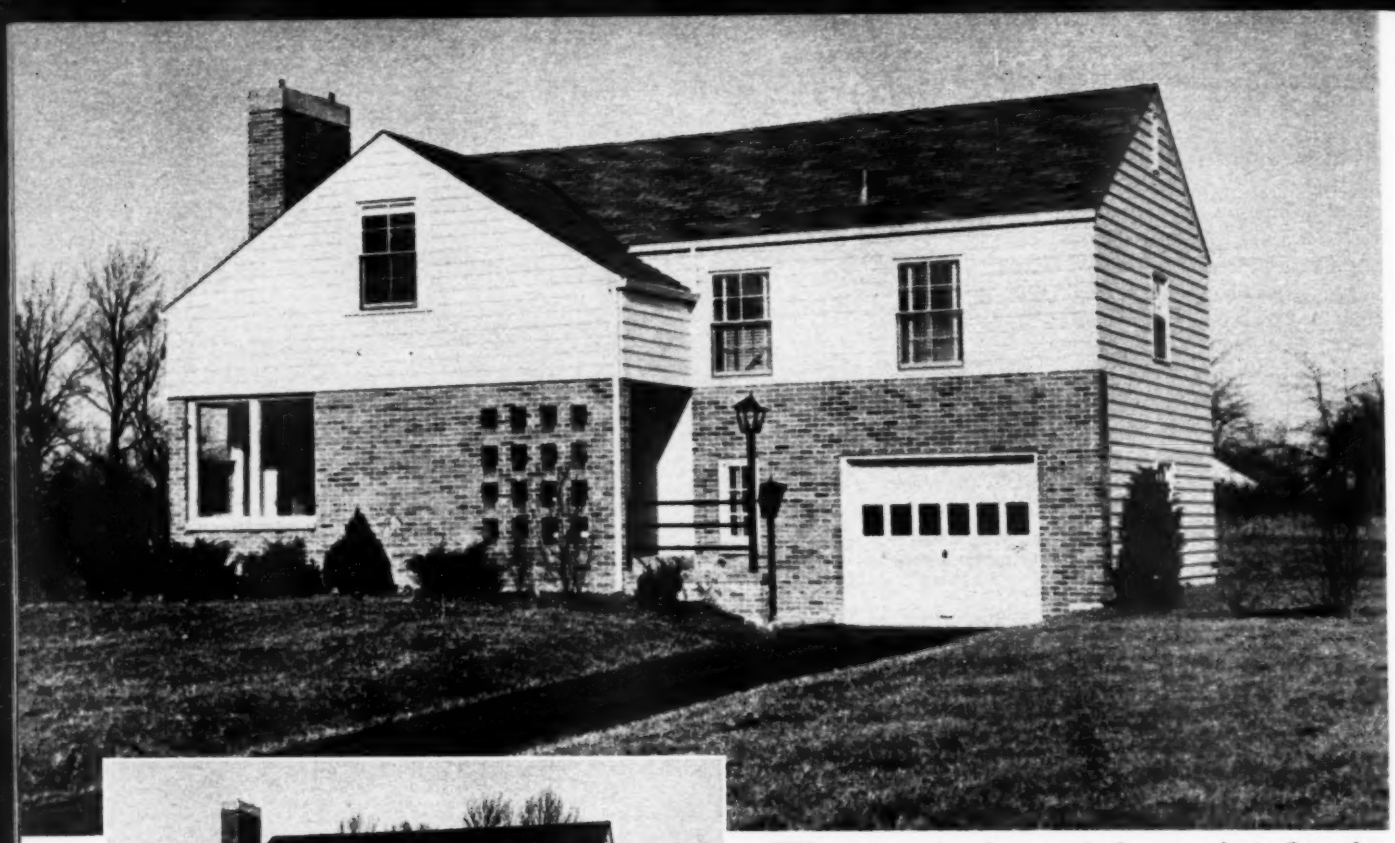
VIEW of dining room-living room area (below) shows the built-in mahogany buffet of unusual design with storage cabinets on each side extending from floor to top of buffet. Economies are introduced in this room by having ceiling follow contour of roof

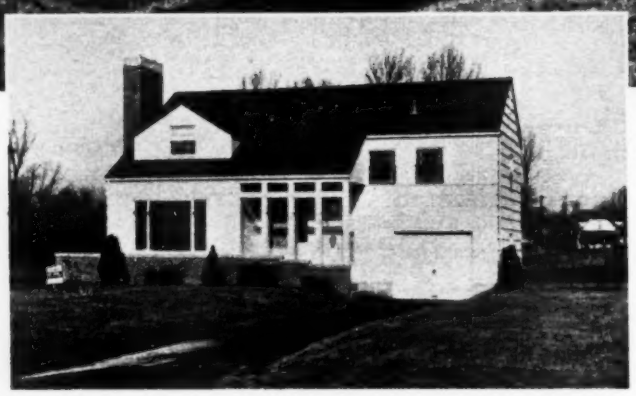






BATHROOM is planned in two sections—one containing square tub and bowl, and other a built-in shower and vanity. A louvred sliding door separates sections. Mirror extends full height and width above vanity. A feature is the group of cabinets placed around and above the tank of water closet; face of cabinets are flush with face of tank. Detail above shows canopy for fluorescent lights over living room window





TWO versions of a house with the same basic floor plan. Changes in exterior materials, roof pitches, window fenestration and porch treatment make these two houses look entirely different. First and second floor plans shown below

AMERICAN BUILDER
Selected Homes

Easy to Live In

SPLIT-LEVEL houses, favorite type of the designer John N. Highland, Jr., architect of Buffalo, N. Y., allows for more comfort per square foot than any other type. This is due to the fact that the rooms are centered within a limited area and the various levels can be reached with a minimum of effort. This type house is preferred by the individual who shies away from bedrooms located on the ground floor.

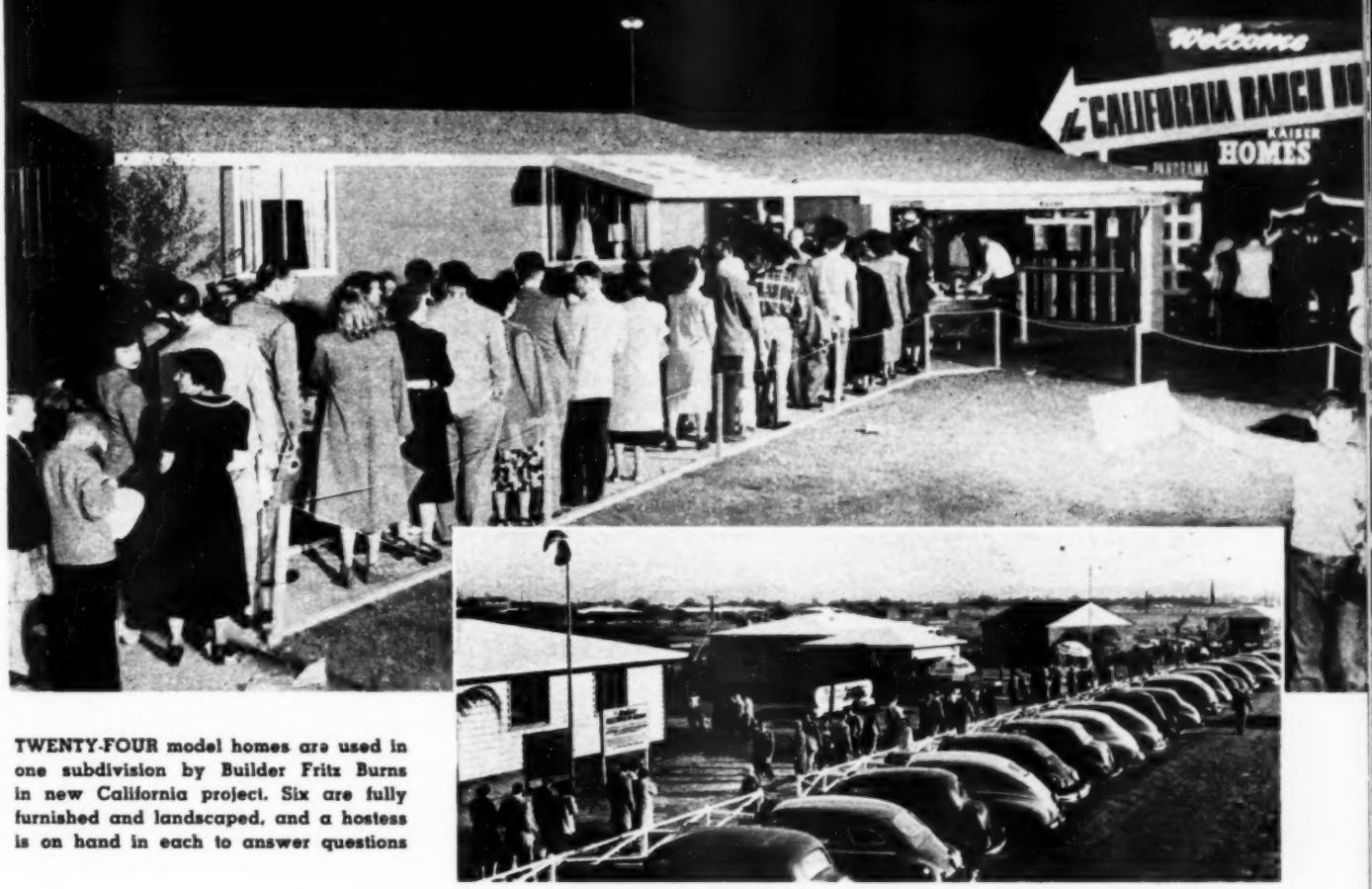
These particular houses are a part of the Sunnymeade subdivision located in Worthington, a suburb of Columbus, Ohio. The project is now in process of building by Walter J. Shapter, Jr., developer and builder of this city.

Highland designed homes have distinct characteristics that are stamped indelibly upon each one. This is usually the mark of a master. In these houses it takes the form of unique proportions in the large bay and dormer and their relation to the roof lines. A squat and sturdy appearance is thus obtained which anchors the house firmly to the ground. Projections are held to a minimum. In the erection of these houses Shapter has faithfully retained the salient features of each design, in this manner creating a subdivision of unusual merit.

Feature of the plan are the 32 foot long area that serves as living and dining room separated only by a door height china cupboard, and the large walk-in closets adjoining the bedrooms on second floor. Costs of these two houses are approximately $24,000 each.



Builder-Salesman — a Master Showman



TWENTY-FOUR model homes are used in one subdivision by Builder Fritz Burns in new California project. Six are fully furnished and landscaped, and a hostess is on hand in each to answer questions

"Everybody is a prospect —either now or later"— is the highly successful sales philosophy of this builder in California

KAISER Homes are building an entirely new community, "Panorama City," in San Fernando Valley, Calif. The original program is already sold out, and several hundred more houses are being built. They advertise their homes at $9,950—"Some lower; some higher." They offer no "give-aways."

The selling program is built around model homes—24 of them in a single subdivision. Just as the automobile dealer spotlights immaculately beautiful cars in his show windows, Kaiser Homes show their models exquisitely furnished on fully landscaped lots.

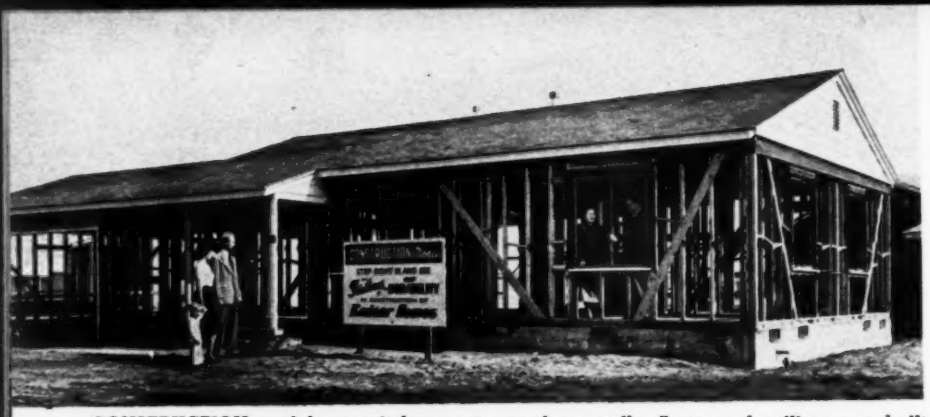
Of the 24 model homes six are furnished—16 are "As Delivered" models—and two are "Construction" models. The six furnished models were decorated by interior decorators of the large home furnishings stores which supplied the furniture. They were given a free hand with respect to colors of paint and wallpaper, and carpeting, and an elastic budget to work out their ideas. As an example, the decorating, furnishings, and furniture in one of the models would cost a buyer $3200 to duplicate; others run from $4000 to $5000.

It might seem that few young couples would be able to afford this much furniture and that therefore it would be better to furnish the models more plainly. However, the purpose is to show what can be done to make a small home beautiful and livable and thus create a desire for both the home and the furnishings. Few are expected to purchase the complete ensemble but all can choose ideas which have particular appeal for them.

A hostess is maintained in each furnished model to answer questions about the houses and the furnishings and to watch over the latter. The hostesses are generally between 27 and 35 and are chosen for their personality and appearance—not the glamour-girl type, but, as the sales manager stated, "One who looks as though she knew how to keep house." The hostesses are given a preliminary training so that they can discuss both the furnishings and the qualities of the house; however, when anyone shows interest in the houses they immediately call one of the salesmen. The model homes are kept open from noon to nine o'clock on weekdays and ten a.m. to nine on Saturdays and Sundays.

All models are kept immaculate. They are thoroughly cleaned each morning by a porter and each hostess is provided with a broom and dust-cloth and it is her responsibility to keep her house spotless during the day. An untidy house, a disinterested hostess, can discourage a prospect and lose a sale and thus be a liability instead of an asset.

Because the furnished models are painted, papered and equipped with furniture which sometimes resembles built-in pieces, Kaiser Homes have found that it is necessary to have another set of models in order to keep people from being confused as to exactly what they will receive in a standard house. The "As Delivered" models are finished as a buyer's home



CONSTRUCTION models permit buyers to see how walls, floors and ceilings are built

will be when it is turned over to him. Salesmen have instructions never to close a sale without first taking the prospect to the particular "As Delivered" model he is buying. In this way misunderstandings are avoided.

At first there were only a few of these "As Delivered" models but as the number of visitors to the tract multiplied and as building operations spread to the farthest parts of the tract, it seemed wise to establish these models at strategic points throughout the entire tract. There was little cost involved because they are standard houses and the only expense is the landscaping, signs and floodlights. Each such house furnishes a station for a salesman; it keeps people on the tract longer and exposes them to more selling influence.

The "Construction" models are houses in the framing stage and their function is to show how the walls, floors and ceilings are built. These and other hidden parts are discussed with prospects and this does much to build up confidence because it gives the impression that the basic construction is sound.

The landscaping, maintenance, cleaning, lighting and manning of 24 model homes is costly, especially when the homes are maintained at high standards. But Kaiser Homes have found that they do a job which can be done in no other way. They create desire, they bring forth comment which frequently gives the salesman a cue as to how to pursue his sales argument. They keep people on the tract longer, and, most important, they draw thousands of visitors who otherwise would not stop in the tract. It is true that many of these are not in the market for a home now but in accordance with the sales philosophy of Kaiser Homes "everybody is a prospect" whether now or later and also everybody has friends to whom he can recommend a good buy.

The man responsible for the models and for the complete advertising and sales program described below is Fritz Burns, president of the company. Having built and sold more than ten thousand houses with the help of model homes, and having built the famous postwar house on Wilshire Blvd. in Los Angeles which has attracted over one million paid visitors since its opening, Burns feels that he knows something about the subject of model homes. He frankly recommends that a builder is better off not to have a model home unless he is prepared to police it. If it presents a slovenly appearance, if the men use it for lounging around during selling hours, if it is not properly furnished, if it is not kept open during the hours when people can visit it—it will not do the job.

Newspaper advertising is the chief means for getting people into the tract. Kaiser Homes have an advertising manager who spends his full time in preparing and scheduling the advertising, publicity and handling the sign work. There are five metropolitan newspapers in Los Angeles and a great many community papers. Large ads, three or four columns by fifteen or twenty inches are used in all of them. Denominational publications including the Pacific edition of the Christian Science Monitor are also used. The ads are of a dignified yet homey type and give a lot of detail about the houses.

In order to determine where to concentrate his advertising and sales effort Burns recently had two "tack maps" made to analyze (1) the former addresses and (2) the employment addresses—of purchasers. A tack was stuck into a map of the Los Angeles area for each purchaser representing the locality from which he came. It was found that a large percentage of buyers formerly lived in the San Fernando Valley in which the tract is located and it was reasoned that therefore they must know the Valley and like it—and that it was likely that there were more of these people to be brought from the densely populated parts of the valley. He found that a substantial perecentage also came from metropolitan Los Angeles and therefore it was necessary to use the Los Angeles papers in order to reach them.

A similar map was made for employment addresses and it was found that about one-third of the buyers were employed in the valley, and another third in Hollywood, and the remaining third in downtown Los Angeles. This indicated that the majority like to live close to their employment but that due to the good transportation from Los Angeles now available and the new freeway under construction, a great many people are willing to drive or ride fifteen or more miles to work each day in order to enjoy the advantages of valley living.

Another means of determining what media to use has been worked out. Small cards on which are listed the various media used are passed out at the model homes and visitors are asked to check the name of the newspaper or the type of medium which brought them to the tract. These are coming in in good numbers and it is believed they will be helpful.

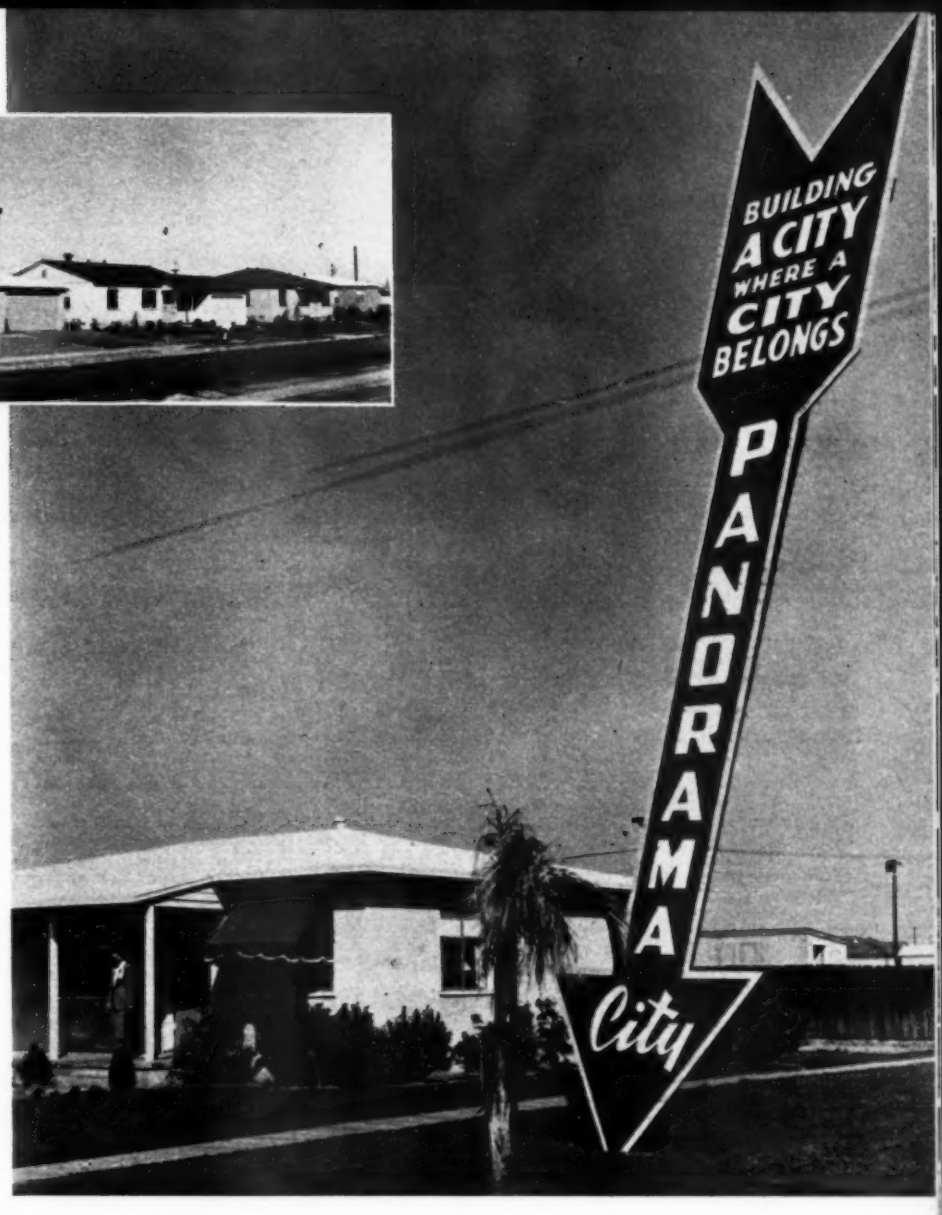
It is the practice of most of the papers to run publicity articles for their advertisers. Kaiser Homes take full advantage of this and each week submit a properly prepared article to each of the papers they use. In addition to the advertising in newspapers, handbills are distributed and direct mail is used to prospect lists.

Signs represent a very important



SALES force consists of 25 regular men during week and 12 additional men on Sunday





SIGNS represent an important selling force in the Kaiser program. They are placed at all approaches to the tract, and in front of all model homes in the project

selling influence in the Kaiser program. There are many housing developments in the San Fernando Valley and on a good Sunday thousands of people cruise around and stop at the subdivisions which interest them. Panorama City is certain to be one of these. Just as a general lays out his defenses and deploys his troops for attack, so the Kaiser high command has fortified every approach to their tract with model homes, striking signs and salesmen's stations. No one can drive into this tract without undergoing a barrage of selling power.

There are signs at all approaches to the tract and of course at all model homes. They are not cheap signs but well painted in attractive colors, and in an interesting variety of shapes. Many can be seen for blocks. At night the models are floodlighted and one of the high powered searchlights which sends its beams into the air so they can be seen for miles, is used. The cards before mentioned indicate that many people were attracted by this searchlight. An interesting sign and one that builds good will is the one which says "1371 Children Live Here —Drive Slowly."

After the prospects are gotten into the tract they have to be sold, and selling premium homes in today's market is no job for order takers. The Kaiser sales force comprises 25 regular men who are on the job all week plus 12 additional men who are used only on Sundays. These men are divided into six crews with a crew manager over each. His job is to supervise the work of his men, see that they are at the stations assigned or doing the follow-up work assigned and to help them close sales, etc. The salesmen work on a straight commission basis and the crew managers receive an over-riding commission on the production of their crews. The entire sales force is under the supervision of a general sales manager, and under the close scrutiny of Fritz Burns. As a matter of fact, Burns moved from his big house in the city to one of his tract houses in order to be close to the operation.

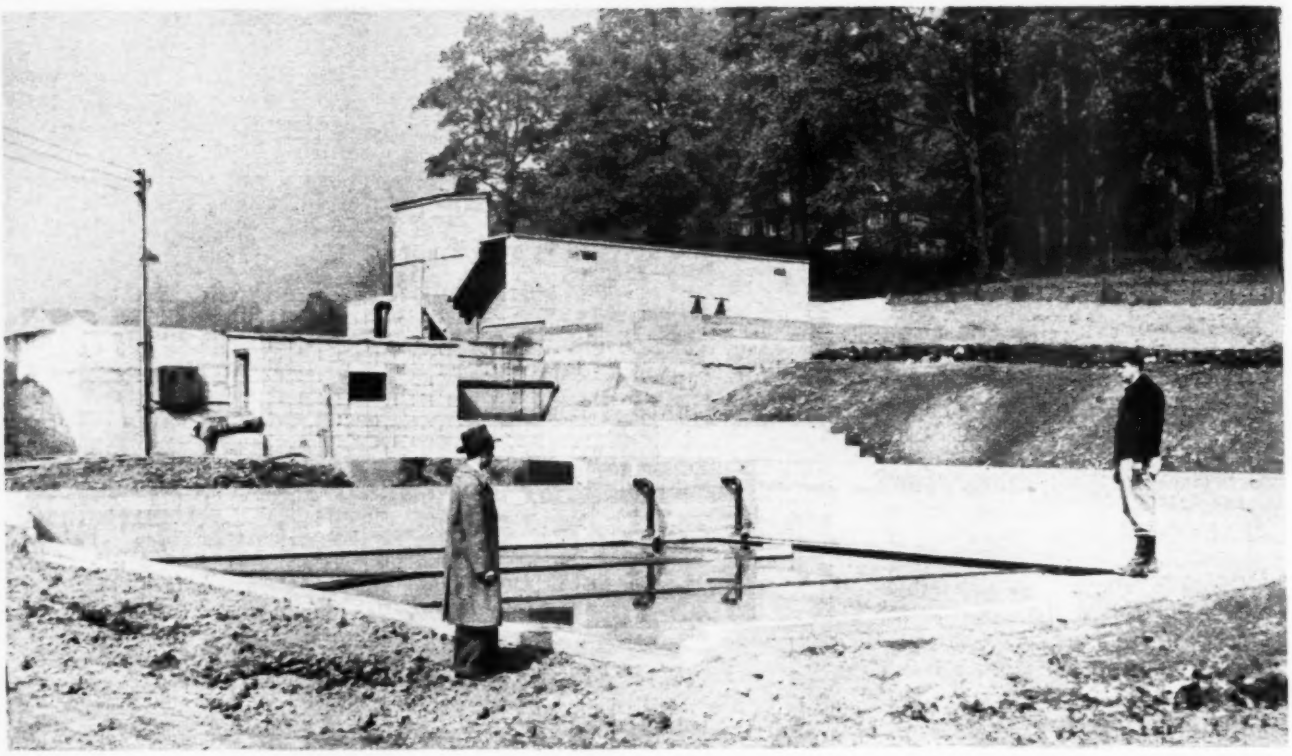


THIS sign draws a lot of attention, and is one that builds good will among clients

The men are thoroughly trained and know all of the points of superiority of Kaiser homes over competition which is very necessary in order to sell at higher prices. Sales meetings are held each morning sometimes addressed by a technical man who discusses construction and changes and improvements, and frequently by Burns who goes into selling techniques. The men are encouraged to relate their experiences in making or losing sales the previous day and the reasons why are then brought out and discussed. At these sales meetings coffee is served and a spirit of goodfellowship among the various men is cultivated.

In order to engender rivalry and competition among the six crews a weekly contest is held and each member of the crew which sells the most houses during the week receives a prize. The contest is built around horse racing and a large bulletin board resembling a race track was built and cut-out horses were numbered corresponding with the numbers of the crews. Each week the horses are placed in their proper positions according to the results obtained by the teams the previous week, and the results

(*Continued on page* 154)



DISPOSAL plant, which cost $65,000, will serve 250 homes before expansion is required. Building firm defrayed the entire cost

Builders' Courage Overcomes Obstacles

Getting their plans approved was where the trouble began for a Pittsburgh firm that had to install a sanitary system before they could build

IF and when awards are given to builders for perseverence, Brown and Vaughn Development Co. of Pittsburgh will be very near the top of the list.

Before they could build a single house in the Longvue Acres developmen ten miles north of the city's downtown district, the firm: (1) Was refused authority by township officials to install a sewage disposal plant. (They preferred installing the plant and a water system to their other option—septic tanks and wells.) (2) Submitted plans to the state commission and were approved as a public utility company. (3) Applied to local officials for authority to operate as a public utility, at no cost to the township, and were refused. (4) Submitted plans for operation 11 times before they were finally approved. (At no point in the proceedings did the authorities make any recommendations as to plan modifications which would lead to their being approved.)

The development was opened on 54 acres of farm land which cost $800 an acre. It had a good location—about a half-mile from a high speed road to downtown Pittsburgh—but no water or sewers. The first step was the extension of a ten-inch cast iron water line for a distance of a half-mile and the distribution of eight-inch cast iron laterals through the project. This cost $57,000 and was paid entirely by the developers.

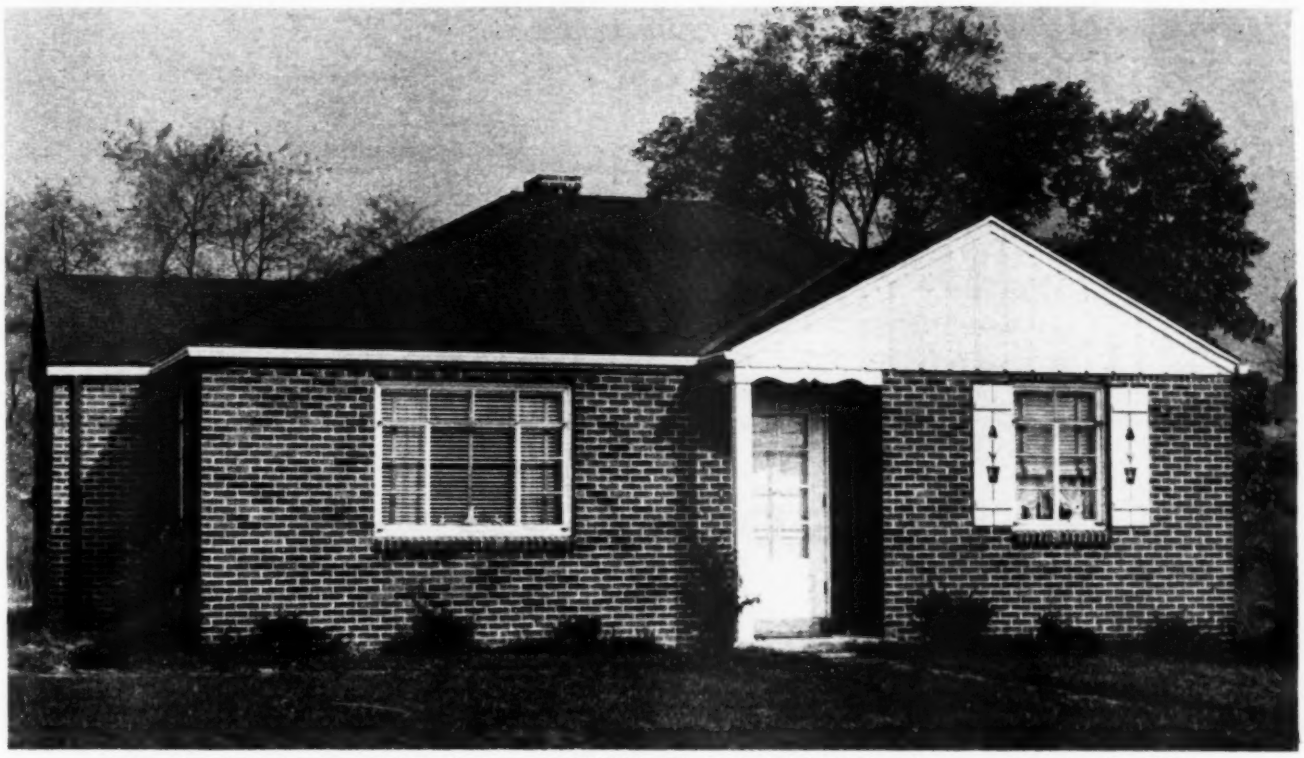
A complete sewage disposal plant, with approximately 1¼ miles of 6, 8, 10 and 12 inch terra cotta sewer pipe, was installed at a cost of $65,000. This, too, was paid entirely by the developers.

Despite the fact that improvement cost was far in excess of the average development, the firm was able to build and sell their houses on a highly competitive market. When the first group was completed and offered for sale from blueprints, on July 1, 1947, 45 found buyers within the month. Within the first 14 months of the development, 125 homes were completed and occupied. The original price range was from $8,750 to $9,900.

The township had originally specified that the lots be 100x200 feet, making provision for septic tanks and wells. By installation of the water and waste disposal systems, it was possible to reduce them to a width of 70 feet.

A monthly fee of $1.50 is charged home owners for operation expenses of the disposal plant, which will serve 250 houses without further expansion. When the project has reached 500 homes, amortization of the investment will begin.

The Brown and Vaughn company was organized as a Pennsylvania corporation, composed of three stockholders, John H. Brown, Janet Ruth



SALE price of this Brown and Vaughn house is $11,200, with lot included. Project has paved streets, all utilities

Haugh and Theodore M. Vaughn. On its direct payroll are carpenters, plumbers, bricklayers, cement finishers and general laborers. Sub-contractors are used for painting, electrical work, rough plastering and furnace work.

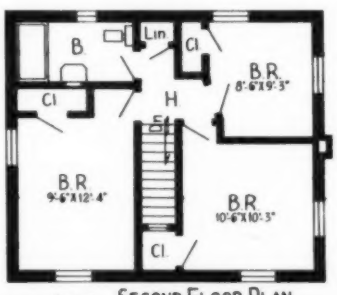
A barn located on the development is utilized as a plant for partial prefabrication. In the building operation, all studding, floor joists, and rafters were precut and sent to the job site. Also fabricated in the mill were all stairs, garage doors, and minor mill work.

Streets are all 24-foot pavement.



FIRST FLOOR PLAN

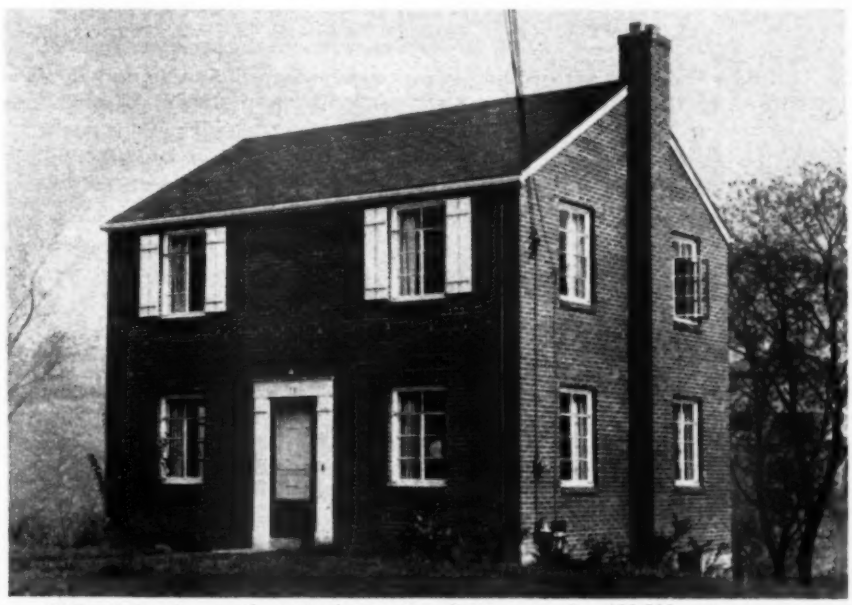
FLOOR plan, right, of one-story house; below, left, of two-story. For economical plumbing, kitchen and bath are adjacent in single story and bath directly over kitchen in two-story. Advantage was taken of terrain to place garage in basements under living rooms



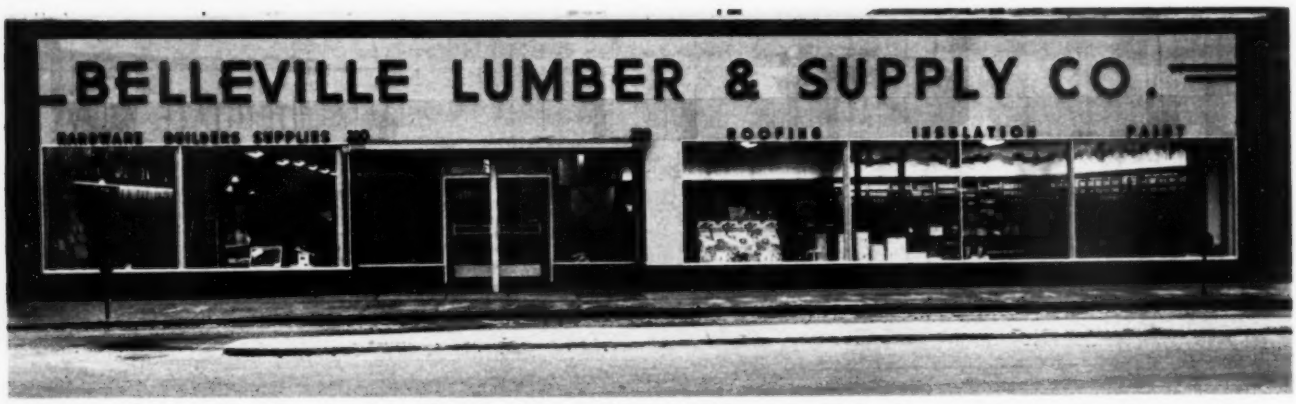
SECOND FLOOR PLAN



FIRST FLOOR PLAN



ONE of development's typical two-story houses, in the $11,500 price range



RETAIL store owned by Hass is combined with offices of Portage Reality firm which offers one-stop home selling services

Wholesaler-Dealer—

Combination of business activities helps this leader understand and solve problems of builder and dealer clients



BELLEVILLE store is stocked with well-known merchandise—everything, including the kitchen sink. Adjoining yard stocks wide variety of lumber, millwork

HOMES offered by Portage Reality are either built to sell or contracted for on one-stop buying plan. Everything except land is included in quoted price

CERTAINTY of immediate delivery, whether the order is for a small jag of lumber or a carload of building materials, can be expected by large and small dealers who do business with Hass Wholesale, Inc., South Bend, Ind. This prompt service enables small builders to get almost any material, millwork or lumber they need—when they want it.

To make the service possible, the wholesale firm limits their area of coverage to a small number of counties in Northern Indiana and Southern Michigan. Salesmen cover all of this territory every two weeks and thus are in close touch with all of their customers. They know in many cases what the dealer will need before the dealer himself knows. Backing up the salesmen's calls is a regularly established, promp delivery service operated out of the company's headquarters in South Bend.

The reason for the salesmen's familiarity with the dealer's needs is that they at one time were dealers









CAPACITY of Hass cement block and brick plant is 5,000 8x8x16 blocks per eight-hour working day. A mix-in-transit concrete service, which company operates in conjunction with plant, right, is the only one of its kind in the South Bend area.

themselves. All salesmen and most key personnel of the firm are former retail yard managers.

The man responsible for this wholesale organization is W. M. (Bill) Hass, who believes a jobbing concern representative must have retail experience before he can properly represent his company. With this background, representatives can "talk the retailer's language," know his problems and point of view, and efficiently serve him.

Hass, himself, came up through a long line of experiences in retail work. He entered the retail lumber business in 1907. In 1909 he purchased part interest in a retail yard in North Liberty, Ind., and since then has expanded to include Hass Wholesale, Inc., as well as the Belleville Lumber & Supply Co., the Portage Realty Corp., the only mix-in-transit cement plant in the area, a concrete block and brick plant, and other concerns. Hass Wholesale recently opened a new floor covering department, selling and installing all types of linoleum, asphalt tile and rubber floor coverings, and, as in the case of cement and other wholesale products, this service is available only through recognized dealers.

The wholesale firm keeps a large inventory of lumber, millwork and building materials, which is particularly important to small dealers who have no facilities to keep an inventory of the many new building products that are constantly being offered.

Complete architectural service is offered through the Portage Realty Corp., which is affiliated with the Hass Wholesale company. The services of a registered architect and a staff of draftsmen are available to any of the customers of Hass Wholesale at a nominal cost. All of this is in line with the policy of the wholesale company to enable the dealer-customers to maintain complete control of any construction job from the plans through to its completion. The Portage Realty Corp. also does construction work and handles financing and is a source of information on the latest developments in both FHA and GI financing as well as the construction practices required by FHA. The information is given free to anyone interested.

To bring all Hass activities together, a large annual meeting is held every spring in the company's office in South Bend. All dealers in the wholesale area are invited. They enjoy entertainment, a banquet and addresses by one or more leaders in the building field. Generally these speakers are top executives of some of the manufacturers represented by Hass Wholesale. These meetings have come to occupy an important place on the calendars of the dealers in the area, and usually about 300 or more attend each meeting.

Package, or one-stop selling, is carried on by the Hass retail companies and also by the Portage Realty Corp. The complete job, whether it be remodeling or a new home, is priced in one sum to include all labor, materials, and financing charges, not including land. The Portage Realty Corp. represents The Lincoln National Life Insurance Company of Fort Wayne, Ind. In making FHA loans, all papers are submitted to FHA and closed without outside assistance from any other financing institution. Since plans are prepared by Portage Realty, and a contract price is given covering all construction, this becomes a one-stop sale whereby the customer never has to go to any other organization for assistance in his building project. Recognized local contractors handle all the firm's construction work.





EXCELLENT locations are picked for building sites by Portage Realty firm, which builds in all price ranges



PRICES of these homes in Burkrete subdivision, Jacksonville, Fla., range from $7,500 to $9,000, including range, refrigerator, and washer. They are on lots 75-feet wide



Lawrence C. Pearce

Color Has Selling Power

Paint works as an important sales agent for this builder who first constructs a well-built, low-cost house, then gives it appeal of an expensive home through careful use of color



TWO and three bedroom homes are built on concrete slab with footings under exterior walls and interior load bearing walls. Ceilings are insulated with mineral wool; between slab and foundation wall, ½-inch rigid insulation is placed

EXTERIOR paint for homes is carefully selected by a Florida builder on the basis of one color that complements another. He is Lawrence C. Pearce who, in his 40-home Burkrete project in Jacksonville, achieved pleasing variation through this color method that, added to better design typical of Florida homes in this price range, proved to be a chief selling agent.

The homes, ranging in price from $7,500 to $9,000, stand out as exceptional in appearance because of their exterior color arrangements. Typical color arrangements of one home is a combination of light and dark green walls with white roof. The dark green extends from grade level to a dado extending around the under side of the windows. From this point to the top of the walls, light green is applied. Windows and doors are trimmed in white, and gable end is white.

Other homes incorporate a combination of white and green walls, green and ivory, grey and ivory, grey and white, or grey and pink. Some are sold white, green or blue. Owners may select the colors of cold water paints to use in interiors, which are given two coats. Exteriors are given three coats.

Prospective buyers drawn into Burkrete subdivision through the attractive color combinations are further pleased by extra values offered in the Pearce homes. These values include venetian blinds, range, refrigerator, washing machine, plus the well-constructed homes on lots 75-feet wide, all included in the quoted sales price. Costs of three-bedroom homes with equipment range from $8,500 to $9,000. Two-bedroom houses sell from $7,500 to $8,000. The $7,500 home may be purchased by a GI for $750 down, plus $300 for closing costs, and $50 per month. This is a 25-year FHA and 10-year GI financing arrangement.

The homes are built on concrete slabs, with ½-inch rigid insulation between the slabs and foundation walls. The inside bearing walls, and exterior walls of concrete block rest on concrete footings. Roof rafters and partition members are cut in the firm's shop located at the entrance to the project. Roof trusses are nailed in place after the roof is sheathed, so that rafters are pulled in place to avoid an uneven roof.

All construction work is done by specialists. One carpenter works on partitions; one nails rafters, and one man is responsible for kitchen cabinet work, one for interior finish trim, and another for hanging doors. The Pearce firm completes one home every two days.

Lawrence Pearce, active in building for 25 years, started operative building three years ago. Prior to that he did contract work. Currently, he does both commercial construction and contract work on homes besides building houses for sale. Another important feature of the Pearce organization is a modern, fully stocked retail lumber and building material store and yard.

Pearce advertises his homes in local newspapers with ads that vary in size from a few lines to a fourth page. He keeps a completely furnished demonstration home open to the public seven days a week, with two salesmen on hand at all times to handle sales. Newspaper advertisements, Pearce believes, helps draw people to the project, but once they are there, the appearance of the homes make the first impression. Judging from sales of Pearce homes, those first impressions have been good. And what the clients see first is paint—properly applied, with compelling eye-appeal.



POURED concrete lintel supports corner of roof above this corner window of home in Burkrete subdivision. Remainder of exterior walls are of concrete blocks

BRANDED PRODUCTS USED

Armstrong asphalt tile
Bendix automatic washing machines
Cole space heaters
Crane plumbing fixtures
Crosley refrigerators
Ever-Hot water heaters
Graybar electric fixtures
Kimsul insulation
Lawson steel kitchen cabinets
National hardware
Norge electric ranges
Norge refrigerators
Pittsburgh paints
Pittsburgh plate glass
Standard plumbing fixtures
Thor automatic washing machines
Truscon steel casements
U. S. Gypsum Rocklath
Universal electric ranges
Vikimatic space heaters

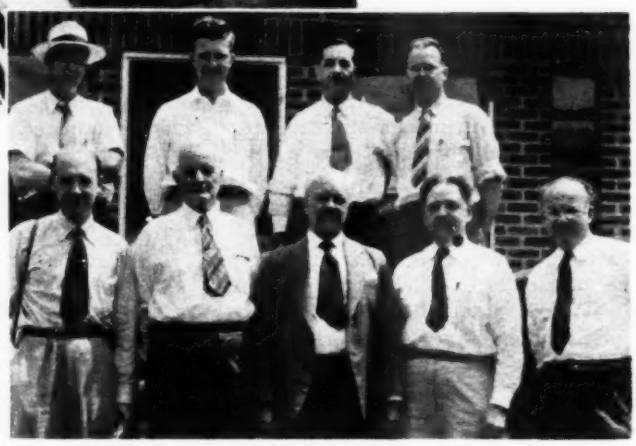


LUMBER YARD and office of Lawrence C. Pearce Co., Jacksonville, Florida



JOIST - tile floor before concrete topping is placed in early construction stages of Ceramic Home Research program. Men concerned with the program are, front row, left to right, W. A. Macfarlane, British Commonwealth Scientific Office; Dr. F. E. Giesecke, Consulting Engineer, Clay Products Association of the Southwest; R. F. Dawson, Assistant Director, Bureau of Engineering Research, Texas U.; W. W. Coates, Jr., Director of Project. Back row, left to right, Mr. Powers, San Antonio FHA representative; J. E. McKee, Assistant Director to Coates; W. R. Woolrigh, Dean of College of Engineering, Texas U., and W. E. Long, Research Director of the project

Photographs by Miracle Pictures, Austin, Tex.



New materials and construction methods may result from broad research program under supervision of Texas University

Research Objectives Are Comforts

ANSWERS to more than 100 questions concerning different home construction materials and methods are expected to be found in the Ceramic Housing Research program now underway in Austin, Texas. Under the supervision of the Bureau of Engineering Research of The University of Texas, the program is sponsored by the Acme Brick Co., and directed by The Coates Co., manufacturers of structural facing material. Consultant is the Clay Products Association of the Southwest.

To conduct the research, seven differently constructed homes with identical floor plans will be used. Testing equipment installed in five of the seven homes completed is designed to record the effects on materials of temperature, humidity, soil movement, wind, sun, and practically every other known factor that directly or indirectly affects materials and construction methods. Instruments will be checked by the Bureau of Standards.

Structural, comfort, and economic factors are to be prime considerations. From the standpoint of cooling and heating, for instance, four different phases of research will be made:

(1) The thermal characteristics of various materials and methods used in the construction of walls, floors, ceilings and roofs will be studied. This phase will include the rate of heat transfer, the effect of mass on heat transfer and time lag, vapor porosity and other factors influencing human comfort.

(2) A study is designed to determine relative comfort characteristics of living spaces.

(3) The comparative performance of several inexpensive, or moderate cost cooling systems, including evaporative cooling by water spray, water flooded roof, air circulation through wall, floor and ceiling spaces, attic fans, and others will be studied, as well as,

(4) A comparative performance of several types of heating systems, including gravity and forced circulation

of warm air, floor panel heating, ceiling panel radiant heating and others.

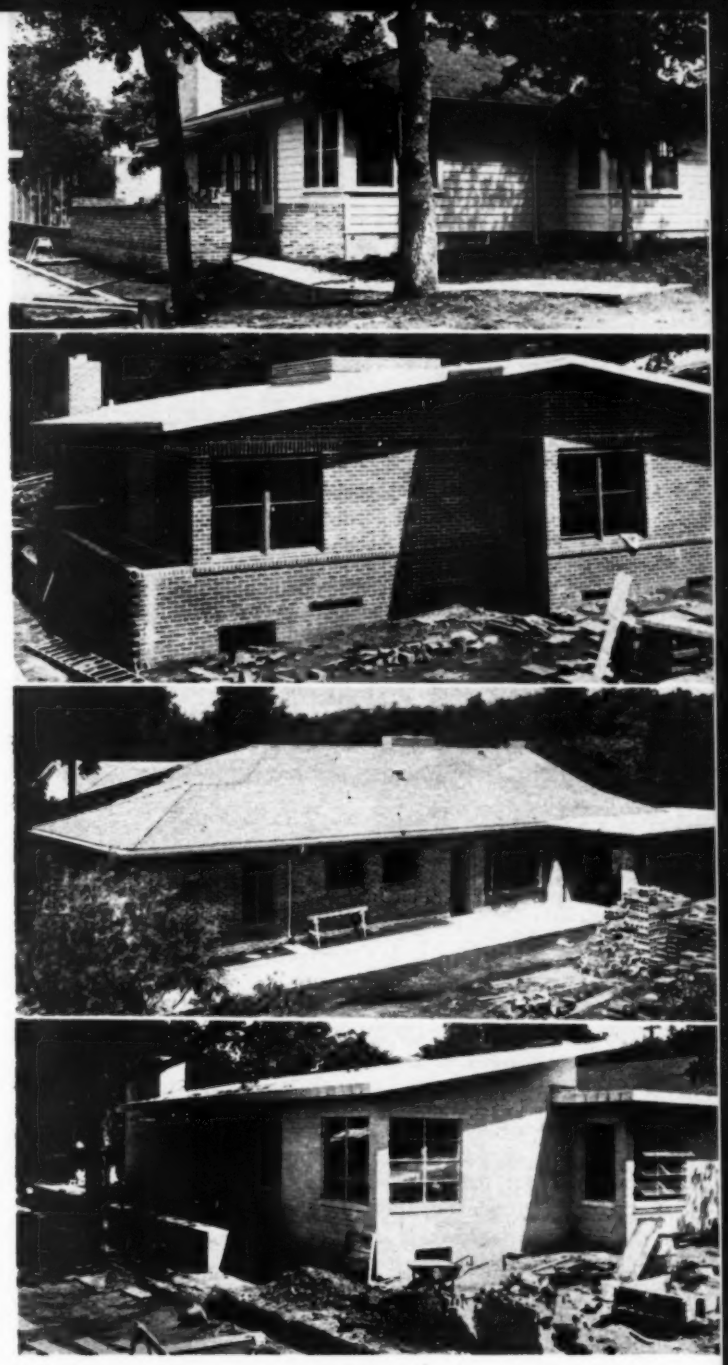
Another objective of the Ceramic Homes Research program will be to gain as much information as possible in regard to bentonitic clays (which change in volume with moisture change), and to attempt to design an inexpensive foundation for these soils that will not cause the building to crack.

In Austin, there are many places where bentonitic clays occur. These clays also occur in many sections of Texas, Oklahoma and the southwest. "While they will support fairly heavy loads without undue settlements," say Texas University representatives concerned with the tests, "the expansion of the soil near the surface causes buildings to crack because of the differential movement. If restrained, these clays will exhibit enormous swelling pressures, ranging in the order of two to four and in some cases as much as 30 tons per square foot. These high pressures make it impractical to attempt to load the clays to prevent swelling."

A reason for this type of investigation as pointed out by the University officials concerns the kind of research done in the past in residential construction which they state has heretofore been somewhat out of geographical balance. "For example," they say, "in eastern and northern United States the climatic conditions are such that the heating problem has had prime influence on residential design. The heating system receives a great deal more attention and has a much greater influence upon the design of the house than does either natural ventilation considerations or a cooling system. The results of this type of research are extremely limited in their significance when applied to the housing problems of either the southern, southwestern or western United States."

Climatic and seasonal peculiarities of these sections of the country create special problems, they state, which demand a different basis of investigation.

Most research work has been done heretofore in low to medium cost housing, these research engineers say. "Since the greatest concentration of industry, for many years, has been in the industrial east and midwestern sections of the United States, it followed that housing research was likewise centered in institutions in these same geographic locations." These are more reasons, according to the University, why a different basis of investigation is needed.

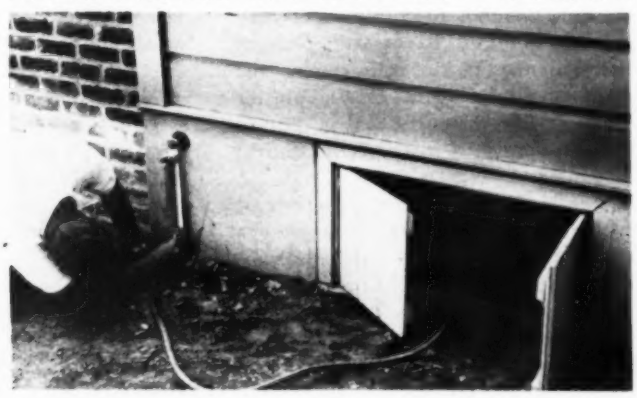


FOUR of seven homes to be completed and used for several years for research are shown above. One is frame construction

and Economies



ALL slabs in research project are kept free of walls. Dial indicator level, left, determines amount of "curl" to concrete slab



HOW much each part of foundation rises from original position is measured by this instrument. This knowledge will be used in experimenting with materials to use with clay soil that moves

TECHNICAL GUIDE for Builders and Craftsmen

Use of Lightweight Aggregates

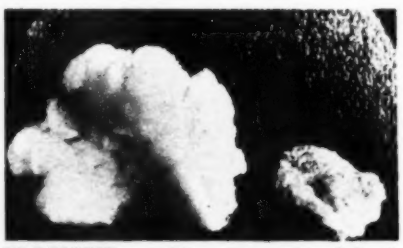


SCREEDING perlite-concrete roof deck to 3-inch thickness. Mix of ten parts perlite to one part Portland cement, usually ideal for roof decks, produces monolithic pour weighing about one-quarter as much as sand concrete with about 12 times the insulating value

ONE of the new lightweight aggregates, perlite, is fast becoming available for use in plaster and concrete through production by a large number of refiners. The primary properties of perlite aggregate account for the material's high value in plastering. From the standpoint of insulation, for example, perlite-gypsum plasters which carry up to three to four hour fire ratings are already on the market. Generally, the insulating value is dependent on the type and grade of perlite and also on the mixing proportions.

The characteristics of heat insulation also applies to sound insulation. Perlite-produced hard wall plasters have about two to three times the sound absorption value of sand plaster when a white or putty coat is not applied to interfere with its acoustical properties.

The new aggregate's lightness of weight contributes several advantages to finished plaster. Its lightness combines with high bondability to make it easy and fast to apply. The dead-load reduction affected through using perlite aggregate instead of sand may amount to as high as one ton in the plastering of an average size room. The lightness and high compressive strength of the material combine to make perlite plaster resistant to cracking and checking.



PROCESSED perlite aggregate, left is about six times the size of raw ore, right

While some success has been achieved with perlite in producing fairly heavy load-bearing concretes, its use now is principally in the production of light load-bearing concretes.

Perlite concrete is finding a heavy demand in the construction of roof decks. The new aggregate produces a monolithic pour so light in weight that most existing roofs will take the additional weight. A three-inch thick deck of standard mix perlite concrete, for example, weighs only 10 pounds (as compared to 40 pounds for the same amount of sand concrete). The large dead-load reduction that it makes possible considerably reduces structural steel requirements on new work.



LIGHTWEIGHT perlite plaster is easily applied and provides high sound absorption

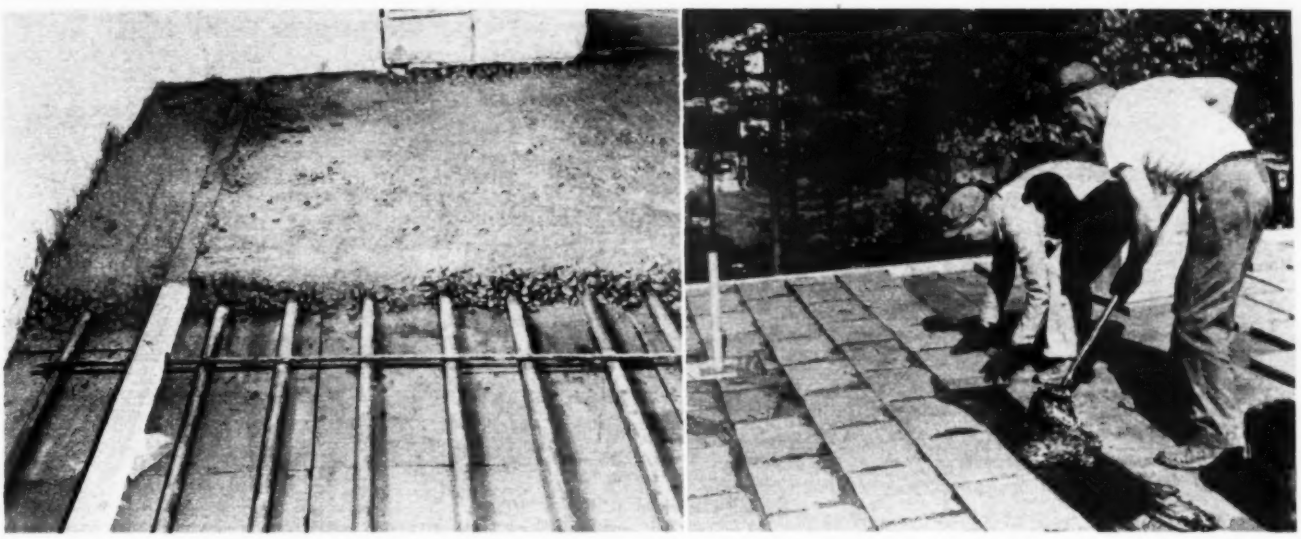
The insulation afforded by the average three-inch deck of perlite concrete is equal to that of a sand concrete deck about three feet deep. The perlite roofing concrete can easily be formed into cants, saddles and slopes. The cant strips can be placed at the same time as the roof fill.

Perlite concrete is particularly valuable as a base layer for radiant heat floor systems. For such systems, the radiant heat coils and ducts are installed on the perlite concrete base, and then covered with ordinary sand concrete. Since the average perlite concrete floor mix is said to have an insulation value about ten times as high as sand concrete, heat transmission toward the ground is minimized. Perlite concrete also contributes good moisture-resisting qualities to floors.



MUCH smaller volume of sand plaster, right trowel, equals the weight of perlite

Data and illustrations through courtesy of the Alexite Division, Alexander Film Co., Colorado Springs, Colo.



POURING concrete slab over radiant heating pipes (left) which rest on a layer of glass insulating material laid on the ground. At right, workmen mop the glass material to a flat roof deck. The insulation may be laid with the standard types of hot bitumens

How to Apply Glass Insulation

RESEARCH on concrete floors has shown that heat loss of slabs laid on the ground is primarily through the edges. Loss through the center of such floors is relatively small, except in cases where panel heating systems are used in the floor. Glass insulating material provides very effective insulation, either when applied around the perimeter and under the border or outer portion of the slab for ordinary concrete floors, or under the entire slab where panel heating is installed.

In insulating the perimeter, the glass material should be applied in a thickness of two inches between the peripheral edge of the slab and the foundation wall. One layer of a standard asphalt-saturated roofer's felt, cut in strips of suitable width, should be applied to the glass insulation by means of asphalt emulsion. This will prevent the concrete slab from bonding to the insulation.

Under the border or outer portion of the slab, the glass material should be installed to a distance of approximately two feet. The insulating material should be placed on a thin layer of clean, dry sand which covers a cinder or gravel bed at least four inches deep.

When panel heating systems are used with concrete floors, the heat loss to the ground and at the edge is increased because of the higher temperatures maintained in the floors. To prevent excessive heat loss in such floors, rigid waterproof insulation should be provided at the edge and under the entire heated floor area.

When glass insulating material is used under the entire slab, it should be applied dry in a minimum thickness of two inches on a thin layer of clean, dry sand which covers a cinder or gravel bed. The bed should be well-tamped and at least four inches thick. The concrete for the floor slab should be poured directly on the insulating material.

Glass insulation may be used very suitably for masonry wall construction, where masonry blocks, bricks, or tile are used exclusively, as in corewall construction, or in combination with other materials where veneer surfaces, gypsum plaster or special finishes are used.

In wood roof application of the glass material, it can be laid with the common types of hot bitumens which are normally used in applying roofing membranes. The type of bitumen is determined by the requirements of the slope of the deck and should be recommended by the manufacturer of the membranes used.

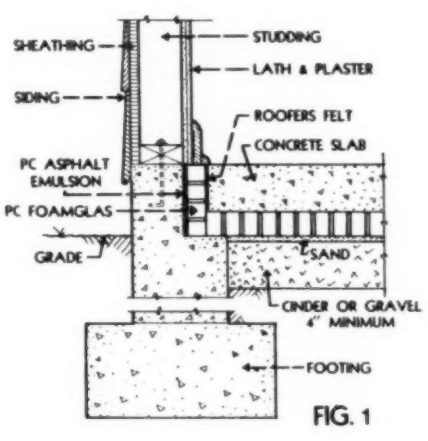


FIG. 1

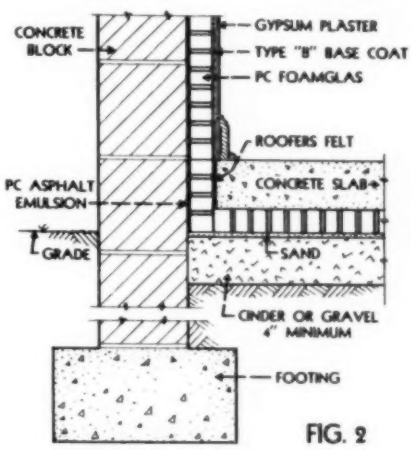


FIG. 2

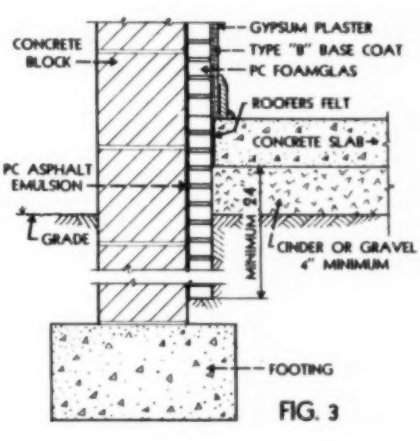


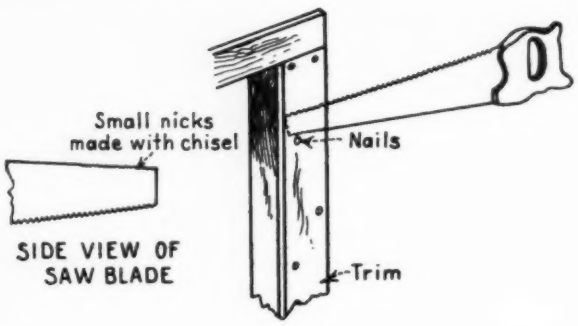
FIG. 3

DRAWINGS showing alternate installation of glass insulating material as applied between wall and concrete slab around perimeter of structure. Each of these methods is sound in application, the builder's choice depending on adaptability to local conditions

Data and drawings through courtesy of Pittsburgh Corning Corp., Pittsburgh 22, Pa.

TECHNICAL GUIDE for Builders and Craftsmen

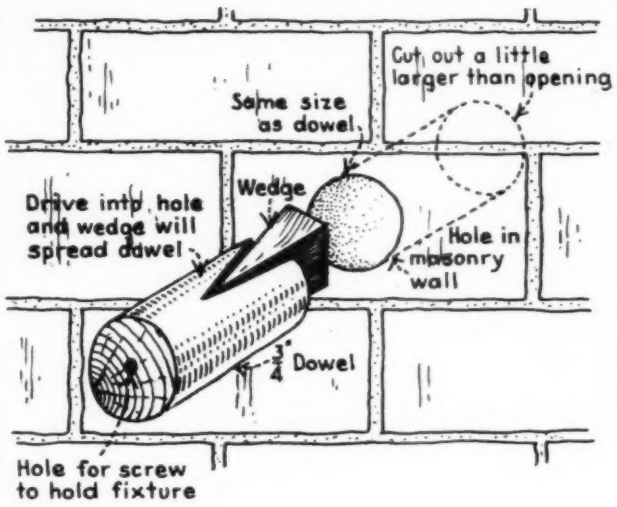
How to Increase the Usefulness of a Saw



WHEN doing repair jobs it is often necessary to remove some portion of the work in as simple manner as possible; for example, the sill or sub-sill of a window frame or a section of trim. This can be quickly and easily done by using slightly altered tools for the purpose.

By tapping the back edge of a common carpenters saw at right angles with the edge of a chisel, small nicks or teeth are formed along a few inches of the end of the saw. This back edge can then be used to cut through nails without damage to the saw. By sliding the saw between trim and studding the driven nails can be cut with ease. —Submitted by O. D. Ensing, Paterson, N.J.

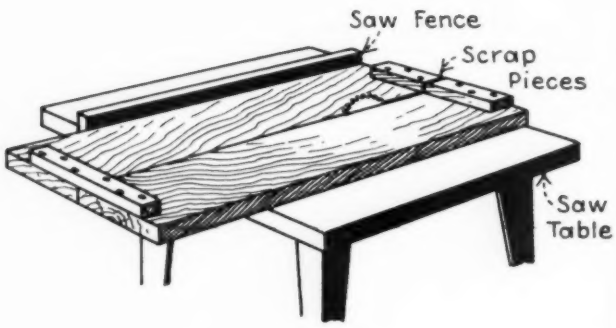
How to Make a Masonry Wall Plug



A GOOD tight plug for fastening fixtures to a masonry wall can be made with a dowel and a wedge as shown in sketch. A 'V' is cut in the end of the dowel or plug to take the wedge. With the wedge in position this end of the plug is first placed in the hole. The hole drilled in wall is a trifle larger in diameter to allow for spreading of the dowel. When plug is driven in tightly it forms a good solid base for holding screws or nails and will not come loose.—Submitted by Wilbur H. Fulker, Monument, Colo.

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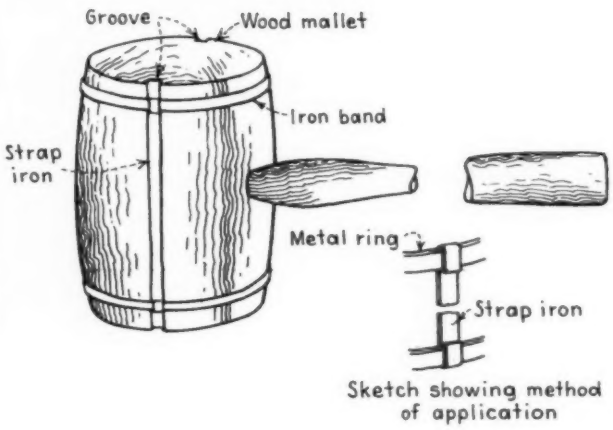
How to Prepare Boards for Glueing



TAKE the two boards that are to be glued together and place them side by side and secure them temporarily top and bottom with scrap pieces. The scrap pieces are to be secured into the waste part of the boards to be glued.

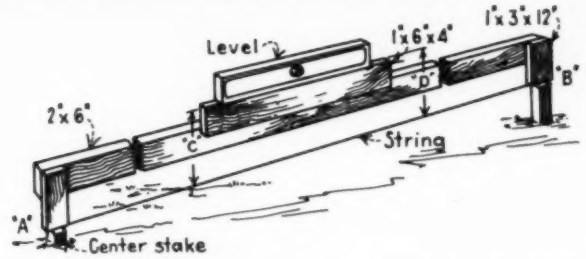
Place the two boards on saw table. Set fence so that the saw will cut through the joint taking a little off each board. The cut is most cases will be smooth enough so that boards can be glued after scrap nailing pieces are removed without boards being jointed. This process levels the sides to be glued assuring a tight fit.—Submitted by John R. McKeegan, Rayland, Ohio.

How to Make a Mallet Ring Hammer



TO prevent metal rings from the head of wooden mallet from working loose and becoming lost, a strap iron was wrapped around ring with excellent results. Groove is cut on both sides of top and bottom of mallet head. An iron band is inserted in each groove. The rings are then placed in position on the head of mallet and the strap irons are bent back over the rings holding them rigidly in position. The strips that bind sheet metal roofing make excellent straps.—Submitted by Oscar West, Bryan, Ohio.

How to Make a Level to Set Stakes

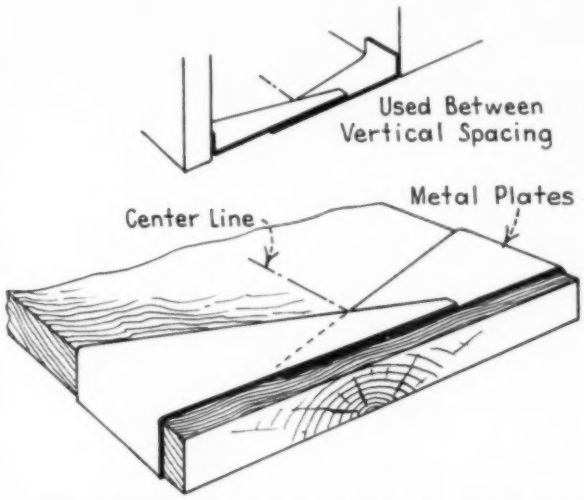


WHERE an instrument is not available for leveling a plot of ground, this home-made level can be used with excellent results.

A 2x6 of undetermined length, depending entirely upon the requirements, forms the base for level. Since this member is seldom straight, and since it is also necessary to clear any irregular areas of ground, a piece of 1x3 12 feet long is nailed to each end of 2x6. Stretch a string tightly between (A) and (B) which is placed at bottom of 1x3's. Take a piece of clear white pine 1x6—four feet long and measure distance (C-D) from string to top of 1x6 and nail member to 2x6; 1x4 is to be mounted level. Distance (C-D) is arbitrary.

In using the level, find center line of plot and drive stake into ground at this point, top of stake to represent finished grade. Place either (A) or (B) end of level on center stake. Place spirit level on top of 1x6. Drive stake in each corner until level with center stake. Measuring down from string to ground will determine its contour. If area is rectangular two center points can be used if necessary.—Submitted by John R. McKeegan, Rayland, Ohio.

How to Use Middle Distance Plates

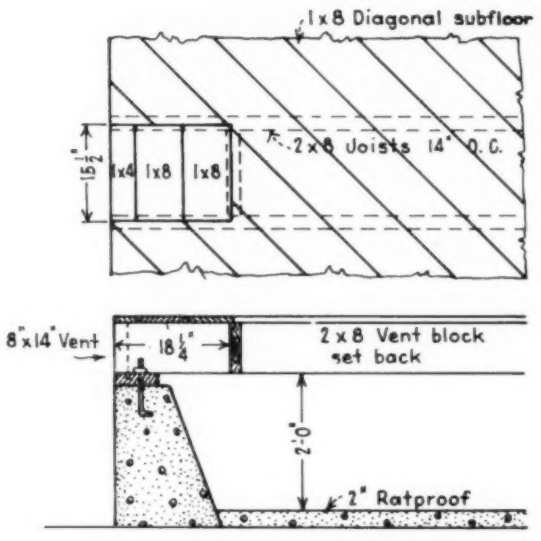


IN the position shown in the drawing these plates are used for the purpose of quickly finding the middle distance of any board. By turning them over they can also be useful for indicating the center of two right angle surfaces. They can also quickly find the center between two vertical members.

Plates are made of sheet metal. The ends are bent over first and both pieces clamped together while cutting the sides. These plates are not intended for rough work with non-parallel sides, but for finished work. They will locate the center quicker than any other method.—Submitted by H. Moore, Hamilton, Ontario, Can.

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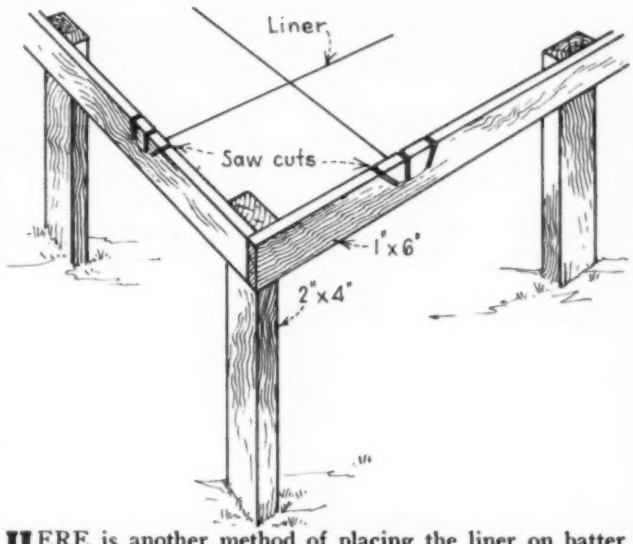
How to Support Flooring Over Vents



IN basementless houses with crawl spaces under first floor, an occasional ventilator is placed on the outside wall at the end of joist openings.

Before laying diagonal flooring it is necessary to locate and lay out vents and to set bridging block as shown in drawing. Square flooring is then placed in position and diagonal flooring is fitted around it. This gives good support and allows vent to be full-size of joist used.—Submitted by J. G. Caldwell, San Mateo, Calif.

How to Place Liner on Batter Boards

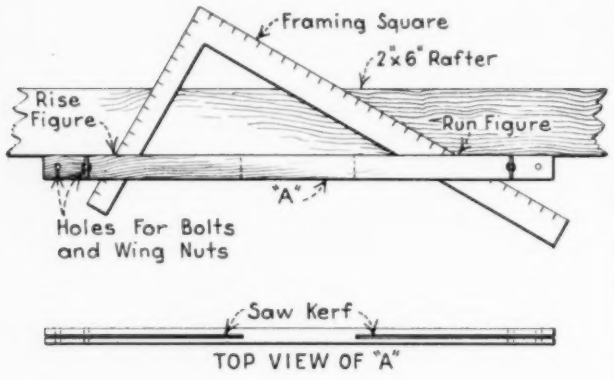


HERE is another method of placing the liner on batter boards. In this way there is no danger of losing the liner as long as the batter boards are in position. To operate, place line through plumb saw cut and then loop through angle saw cuts to tighten line.—Submitted by Richard H. Barnes, Colwyn, Pa.

American Builder will pay $5 for your favorite short cut or job pointer. Send rough draft to Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.

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How to Make a Fence for Marking Rafters

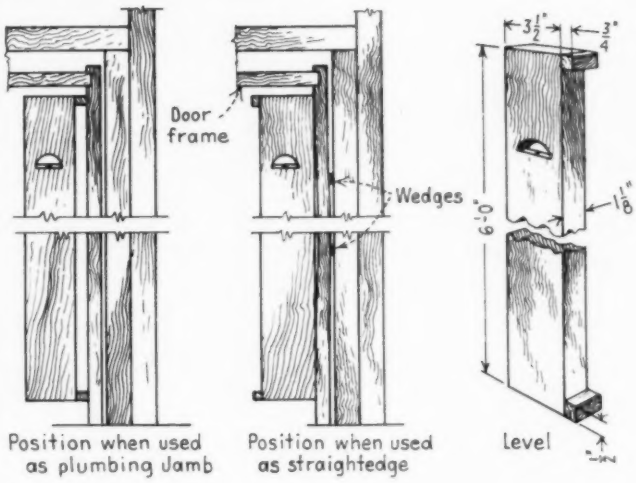


A HOMEMADE fence will prevent making mistakes when laying out a pattern for long rafters, when using the step method with framing square.

Fence is made of a piece of dry hardwood 36 to 38 inches long, 1 inch thick and 1⅝ inch wide. Board should be straight and uniform. Saw kerf in 14 inches from each end of board. Leave about eight inches in between the kerfs. Make sure that kerf is wide enough for a square to slip through. Bore holes as shown for ¼x1¼ inch bolt with wing nut.

To use, place the tongue of the square through one kerf and the blade through the other. Slip the straight edge along the square until it coincides with the pitch figures being used and then tighten the wing nuts to hold square in place.—Submitted by W. L. Dodds, Branson, Mo.

How to Level Interior Door Frames



IT becomes necessary to carefully plumb the side jambs of door frames to assure accurate fitting and hanging of doors. This can easily be done by applying a homemade straightedge to face of jamb as shown in sketch.

Straightedge is made of 1⅛ by 3½ inch by 6 foot long piece of clear white pine; 1⅛ by ½ by ¾ inch lugs are glued to the top and bottom of 1⅛ inch face. Opposite edge is leveled to act as straightedge.

To set frame, the lugs of straightedge are placed against face of frame and with a spirit level the top and bottom of frame is set plumb. Then the opposite face of straightedge is placed against frame to determine irregularities in surface of frame.

Wedges are then placed between stud and jamb to straighten frame. When no light can be seen between jamb and level then frame is level.—Submitted by John R. McKeegan, Rayland, Ohio.

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Open and Extended Vestibule Provides Shelter

By R. J. Alexander

CHANGES in basic house designs are providing opportunities for a new and fresh approach to old problems. Space for vestibules need not be taken out of the area of the house proper, but can be added to, or extended beyond the exterior wall line, depending upon the whim of the owner or designer.

The arrangement shown in the detail on opposite page is unusual. In this case the designer has taken advantage of the broad overhang across the front of house by extending the two glass walls of open vestibule up to the underside of soffit. In this manner a practical and attractive feature is added to the exterior appearance.

The two walls of shelter are constructed of 2x4 corner and end posts with large panels of corrugated glass between extending from floor to ceiling. Glass is capped with a moulded wood member at soffit. Most glass manufacturers make a corrugated or fluted glass. Consult their catalogs for types and sizes and follow their installation details to insure satisfactory results.

Details of the double glazed windows and adjoining louvred vents were shown in the August issue of the *American Builder*. The facing of the exterior walls and soffit is of one-half inch thick striated plywood stained a reddish-brown color to imitate redwood. Plywood is securely glued to vertical furring strips and after allowing time for drying is tightly nailed to studs. In this manner the plywood becomes integral with the framing and thus adds to the rigidity of the wall. Shelter frame and trim, and gutters, are painted a contrasting white.

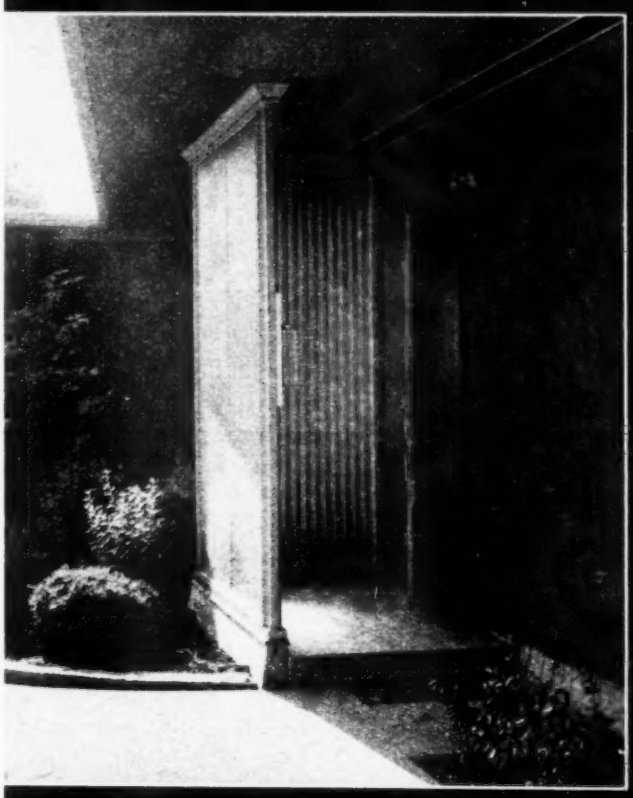
Soffit vents are continuous around the house. They serve, in addition to several mechanical ventilators on roof, to keep the air circulating in the roof space above the insulation. Deflective insulation is provided by aluminum paint which is applied over the top of the entire roof surface of house.

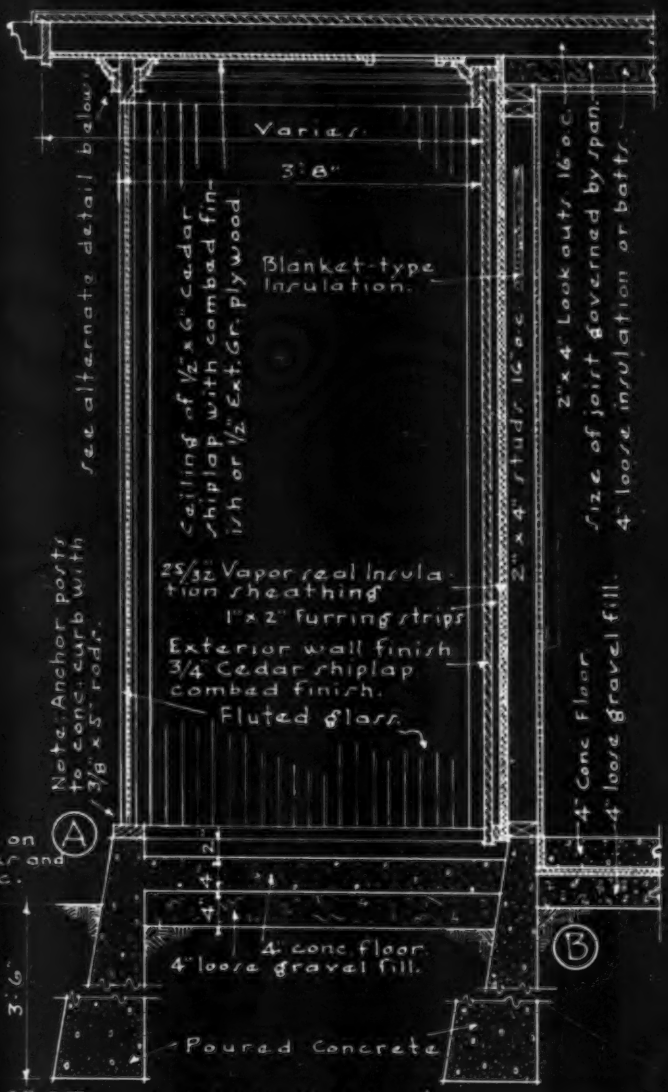
The partially enclosed shelter around entrance door in this case has proven to be practical as well as economical. The two walls have acted as an effective barrier to ward off the cold winds from the north. It also eliminates the use of another door with its accompanying framing and finished hardware. Floor of shelter is a reinforced concrete slab placed upon loose gravel fill. Concrete curb extends around the two sides two inches above floor line, with wood frame of wall secured to curb.

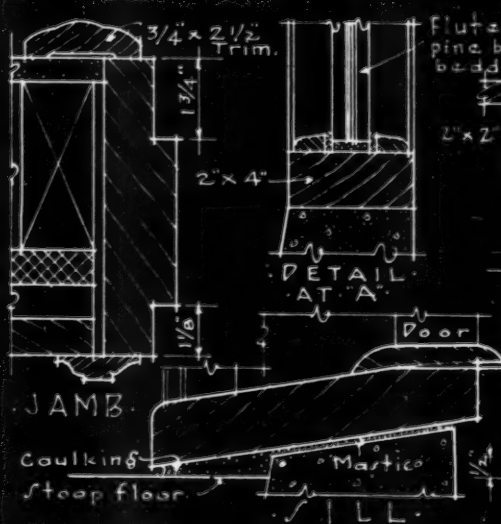
How-To-Do-It Pointers Continued on Page 146

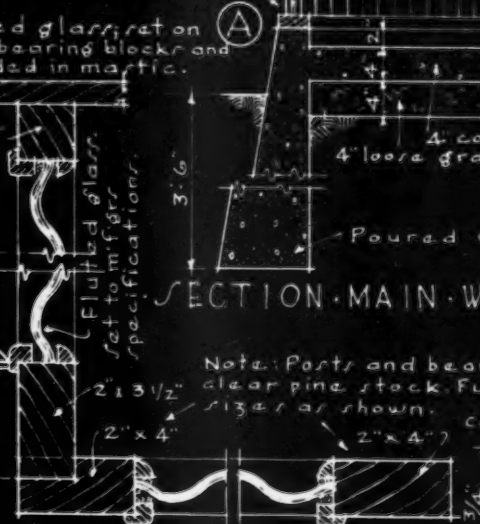
AMERICAN BUILDER'S BETTER DETAIL PLATE

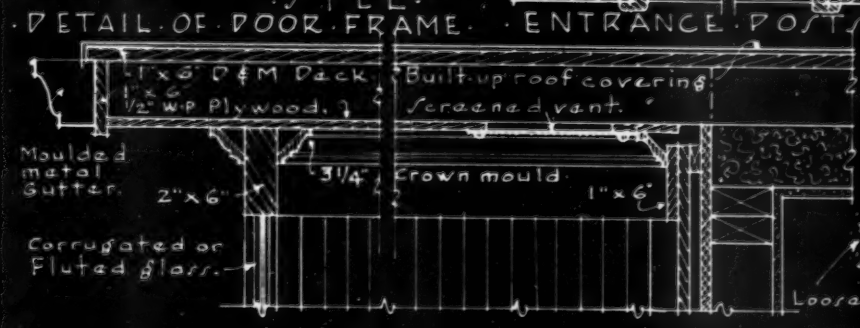
No D-59. DETAILS: BASEMENTLESS. HOUSE: ENTRANCE.



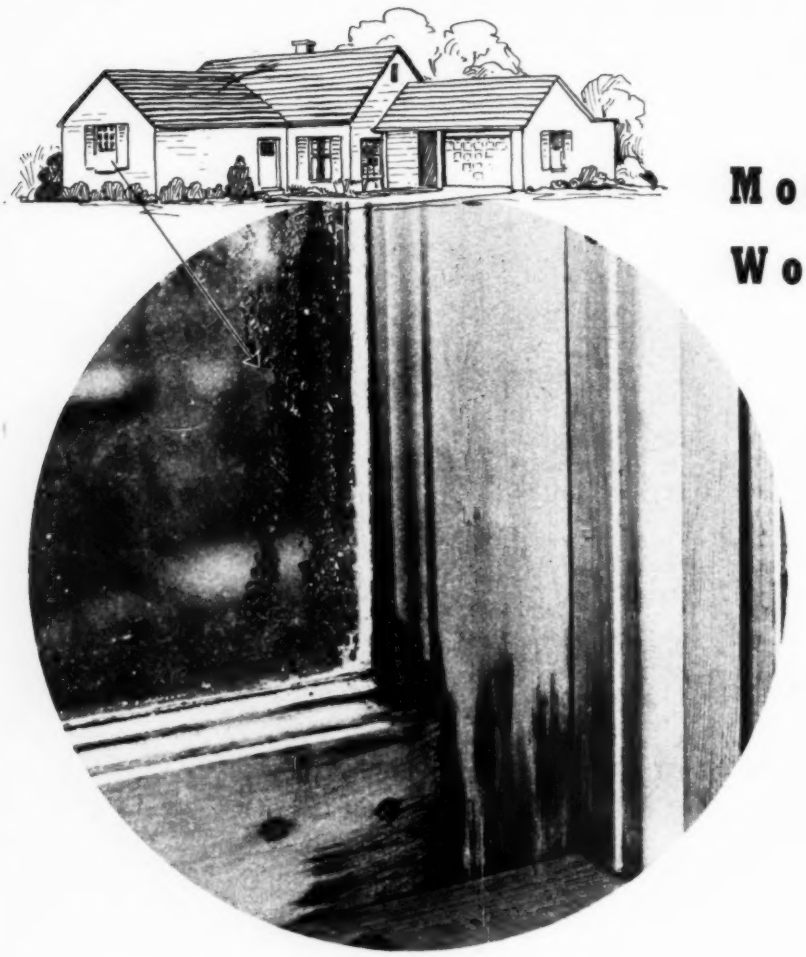








Engineered House Construction



Part IX

Modern Methods of Wood Preservation

Are Aids to Selling

STRUCTURAL wood, like wood in forests, is highly resistant to most chemical and physical forces. But unless it is kept free from moisture and insects, it will normally succumb to forces acting to return it to the soil. Nature's chief agents that cause this destruction of wood are fungi and termites.

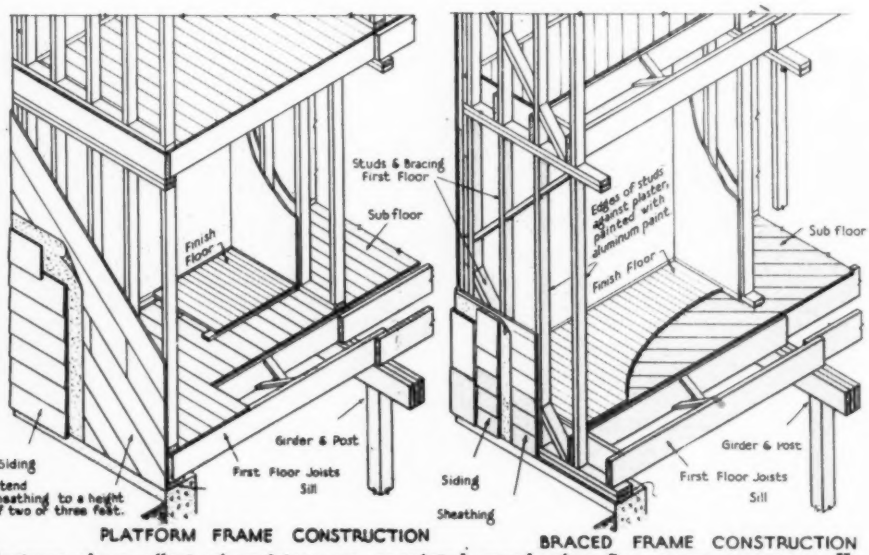
Today, science has made it comparatively easy for the builder to offer homes with structural lumber protected against the effects of these forces. And in an industry of growing competition where buyers are expecting more for their money, homes that offer added values of protected lumber will stand a greater chance of selling. For this reason, and because a builder's reputation depends upon the quality of homes he builds, it is important to consider the methods of protecting wood, and to know briefly the nature of termites and fungi.

MOISTURE, caused by condensation like this above, forms an ideal breeding place for fungi. Subterranean termites, which attack from the ground, need only this moisture and cellulose from wood to live. Because of termites and fungi, several million dollars are spent annually. But today science has made it comparatively easy for the builder to offer homes protected against damage from these forces. And protected homes have a greater sales appeal

Termites and Termite Control

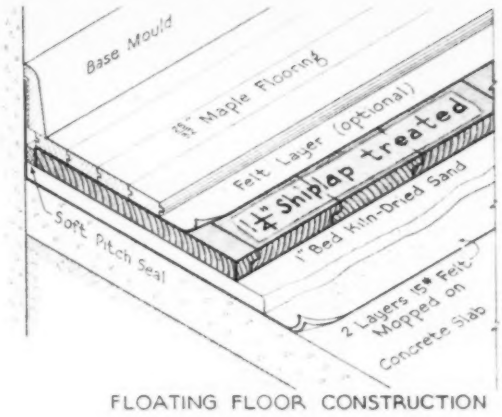
Termites, which exist in 47 of the 48 states, require only moisture and



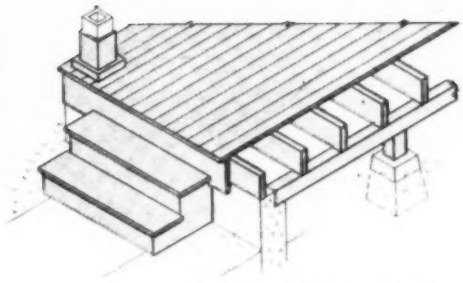


PLATFORM FRAME CONSTRUCTION — BRACED FRAME CONSTRUCTION

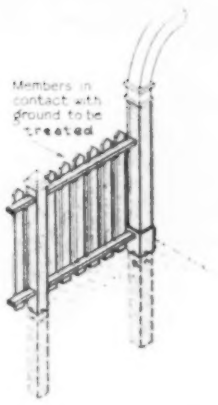
TESTS by one wood preservative manufacturer show effect of moisture on unpainted wood after five years exposure. Undamaged section was submerged in preservative three minutes. Areas of platform and braced frame structures to be treated, right



FLOATING FLOOR CONSTRUCTION



PORCH CONSTRUCTION



AREA of floating floor to be treated is shown, left. Need for preservative treatment of porch areas are obviously greater. Year-round exposure to termites and decay-fostering dampness makes use of untreated material unnecessarily expensive

the cellulose they extract from wood to exist. If wood and moisture are not obtainable, neither of the many more destructive varieties can survive.

One common method of protecting wood from the six-legged insects is through structural control. Structural control, involving the use of metal shields to keep termites from getting at wood, is not intended to destroy them. Usually, the purpose of using shields is to force the insects out into the open so that they may be destroyed. FHA recommends that these shields be placed through masonry or between masonry and wood to block off the termites and force them to build tunnels in the open.

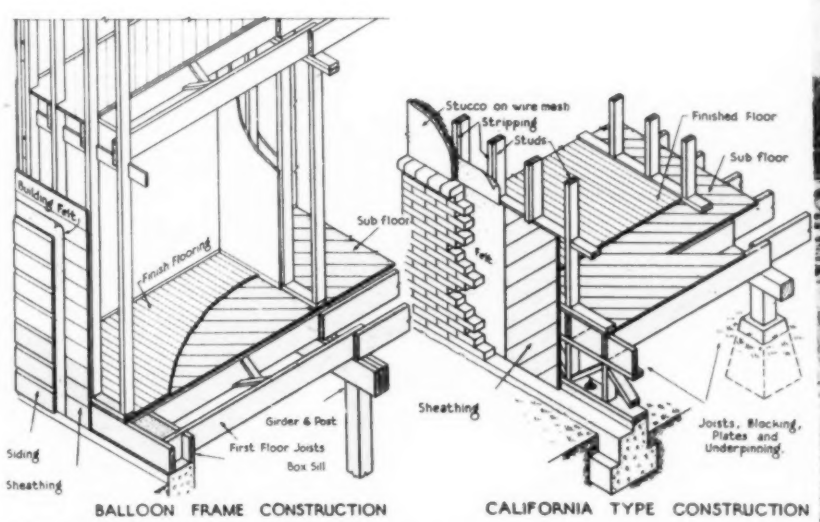
Wood should not be placed in contact with the soil. But even if wood floor joists rest on concrete piers, the termite can build an earthen tube from the soil to the untreated wood he is attacking. A metal shield should be placed between the wood and the pier, in this instance (see drawings of structural control methods). FHA recommends that at least 18 inches be provided between the ground and bottom edge of joists in basementless areas. This more nearly provides proper ventilation, which is a safeguard against both termites and fungi.

Chemicals, and methods of chemical treating have so improved in recent years that no longer is the cost of obtaining treated wood a prohibitive factor—if the builder considers the added protection and value treated wood can add to his homes. Leading brands of wood preservatives now on the market offer fungi and



NORTHERN limit of damage done by subterranean termites is shown by line A, and northern limit of damage done by dry-wood or nonsubterranean termites is shown by line B, in United States Department of Agriculture map. Annual damage done by termites estimated at $50,000,000

Illustrations and data courtesy of following: Technical Dept., Federal Housing Administration; United States Department of Agriculture, Forest Service, Forest Products Laboratory; Western Pine Association; State Natural History Survey Division, State of Ill.; The Dow Chemical Co., and American Lumber and Treating Co.



BALLOON FRAME CONSTRUCTION

CALIFORNIA TYPE CONSTRUCTION



IDEAL treatment of balloon frame and California-type structures is shown in drawings, left. The 4x6 girders in illustration are treated with a moisture resistant preservative that, in addition to repelling termites and fungi, offers dimensional stability

termite resistance; they are odorless, clean, and paintable. If the builder does not want to treat his lumber, he can either have it treated or buy pre-treated lumber.

In chemical control of termites, where the builder treats his own lumber, thoroughness of application of the chemical is just as important as the kind of chemical used. Parts of a home that should contain treated lumber for termite or fungi control are:

1. Wood mudsills, caps, pier blocks, cross-bridging, foundation posts, girders, first floor sills, joists, plates, headers and sub-floor.
2. All lumber used in porch construction, including posts, girders, flooring, steps and column bases.
3. Lumber used in basements, including stairs, bins, sleepers, floors, partitions, window and door frames.
4. First floor studs which extend below the sub-floor.
5. Sheathing and siding which extends to the ground or below the top of masonry foundation. The lower two or three feet of sheathing should be treated; however less than this is sufficient.
6. Nailing strips for floors, window and door blocks imbedded in concrete or laid directly on masonry.
7. Fence boards and posts, trellises, arbors, lattice-work and similar decorative details which contact the ground or are exposed to dampness.

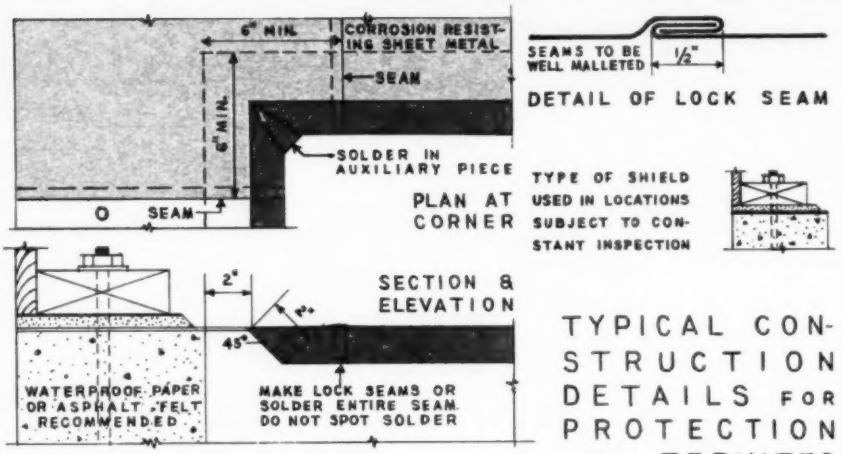
If a builder buys pre-treated wood, has wood treated, or buys chemicals to treat wood, he should expect the wood preservative to contain the following characteristics:

1. It should be toxic to decay and stain organisms commonly found in the product treated, and should be toxic to termites.
2. If the builder is to treat his own lumber, the preservative should require a simple treatment, and have a deep and rapid penetrating effect.
3. Should have the ability to remain toxic in treated wood for many years.
4. Should be odorless or with a non-objectionable odor.
5. Should be non-poisonous and non-harmful to men who handle the preservative.
6. Should be non-active to paint coatings and to metals.
7. Should be non-inflammable.
8. The toxic chemical should be of low solubility in water after impregnation.

Methods of Treating

In general, lumber is treated by pressure or non-pressure methods. In a pressure method, lumber to be treated is placed on steel cars and moved into a large cylinder. The cylinder is closed and filled with a wood preservative. Pressure is then applied in the cylinder, and the preservative is forced into the wood. Some pressure processes employ an initial vacuum to assist penetration. A vacuum is applied to the cylinder, taking out some of the air from the wood. Without disturbing the vacuum, the preservative is let into the cylinder and pressure is applied.

Non-pressure methods include submerging of the wood in a preservative, brushing the preservative on, or spraying. In determining the best method to use, the builder should be concerned with the extent the chemical penetrates into the wood. And this will depend largely on the nature of the wood.

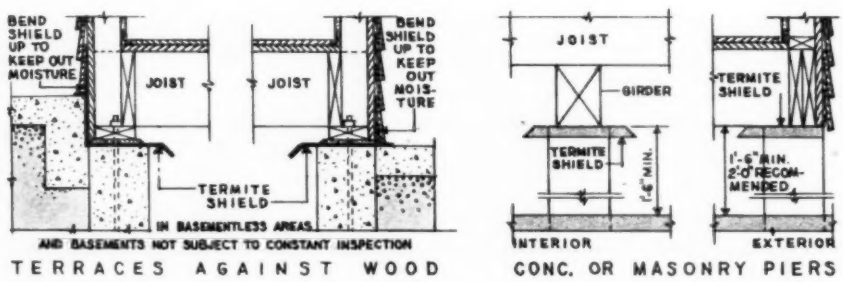


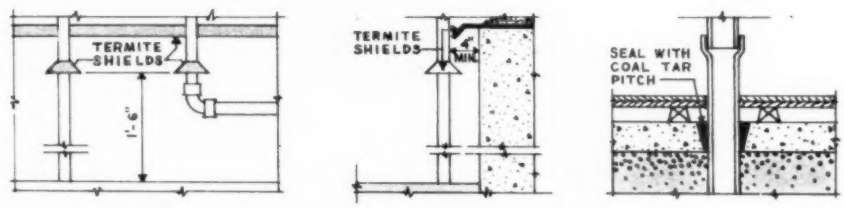
FHA details show how to make termite shields. Upon completion of the home, the shields should be inspected to see that they are in position, and undamaged

Fungi

Woods that are continuously saturated in water or continuously dry are not susceptible to attack by wood-destroying fungi. These fungi, which are actually plants growing in the wood structure, require food from the cells or cell walls of wood. But in addition, they must have moisture, air, and a favorable temperature in order to live. Based upon these elements necessary for the fungi to live, the following general recommendations are made:

First, well seasoned lumber should be used, and adequate ventilation provided in the structure to avoid dampness. Condensation of moisture on the woods must be avoided. Again, a good wood preservative is recommended, which will be toxic to fungi and wood-destroying insects.





CORROSION resistant metal shield should be placed on pipes passing through ground or within 18 inches of ground, and should project 3 inches

How Builders Sell Homes

Leaders in building and selling homes from all parts of the country offer their sales ideas in these exclusive *American Builder* reports. Others follow in later issues

EDITOR'S NOTE: This article is the first in a series to be published exclusively in *American Builder* detailing the ideas of outstanding home builders on successful public relations, promotion and sale of houses in all price classes. The ideas and opinions presented here were obtained by letter from builders of all types in all sections of the United States by W. P. "Bill" Atkinson, Oklahoma City, who was moderator of a panel "Selling Your Houses in '49" at the 1949 NAHB convention and exposition in Chicago. Because of time limitations at the panel session, Mr. Atkinson was unable to use this material in the discussions. It is being published for the first time in *American Builder*. The quotations are directly from the letters obtained. Names of the builders quoted are being omitted to protect confidences and also to protect those concerned from extra correspondence which follows publicity of this nature. The names are on file in *American Builder* offices.

A SEATTLE, WASH. BUILDER says "It is now very necessary to see that the builder gives excellent merchandise, and to some extent he must build up his reputation to such a point that it can never be questioned.

"The builder must give consideration to special features that will give added attraction to the buyers. I have found that such items as double sinks in the kitchens, tile shower stalls in the bathrooms are a great help in making sales if the builder can see his way clear to place the added cost of such items to the houses. Where the builder is getting into the higher priced homes, it is very necessary to have the best designing that is available. I have been using wall tile in many of the bathrooms for a sales stimulant and it is very effective when the buyer goes through the houses.

"In the higher priced brackets, it is necessary to have individually styled plans and to get away from old time basic plan ideas. Also, it is very necessary to hold the profits down to a legitimate profit. I also think that where a builder has a number of homes under construction the furnishing of one house is a great help in making sales. I feature very adequate closet space, and plenty of kitchen cabinets, large windows, and today, more than ever, I think that having the lawns in and the yards landscaped is very necessary to make sales. Where the builder is using hardwood floors, using a good grade makes a big appeal to the buyer as it spells quality all over the house.

"In my most inexpensive homes I use a kitchen that is far superior to the price bracket that the house really is in. Where I can see my way to spend a little more money, I feature a G.E. dishwasher and garbage disposal. It is things like these that appeal to the buyer."

★ ★ ★

ROYAL OAK, MICH., builder offers four suggestions on selling homes: "(1) Use plans that present simple pure architectural designs. Get your attractiveness from proportion, location and type of windows, etc. (use no fake dormers or gingerbread).

"(2) Interiors should be so pleasing that you yourself would be glad to live there.

"(3) Keep your sales prices competitive at all times by maintaining sufficient volume of construction to keep overhead at a minimum.

"(4) Organize your sales force and handle your own sales. In this way you cut your sales cost in two, get plenty of advertising when and as you want it, and last but not least you make a name for yourself as a builder instead of the broker becoming famous. The proof of the pudding is that last year approximately 70 per cent of our sales were to our old customers, their friends or relatives."

★ ★ ★

FROM A SYRACUSE, N.Y., builder come four more suggestions:

"(1) Prove to the buyer that you are selling quality.

"(2) Show the buyer that you want him to live in happiness after he pays for his home.

"(3) Cut all fringes on operating costs so you can give better value for the money.

"(4) Do not try to sell a man more than he can handle."

★ ★ ★

AN AMARILLO, TEXAS, builder advises: "Use the word "free" in every case where it is applicable to anything of value. For example:

"(1) Complete check-up and service on your home thirty days after you move in absolutely FREE.

"(2) FREE adjustment by an expert on any gas appliance in your home—just call gas company.

"(3) FREE mail delivery and no city taxes on the new homes now being built . . .

"(4) FREE park and playground for the kiddies—FREE supervision and open air nursery between the hours of four and six p.m."

★ ★ ★

IN COLUMBUS, OHIO, a builder had this experience:

"After first trying the old stand-by newspaper classified advertising with the usual open-for-inspection picture-type advertisement, and finding a great deal of apathy on the part of the public, we recognized the signal for some type of stimulus.

"We then contacted a progressive furniture store and suggested that they completely furnish one of the houses in a modest fashion and in keeping with the price bracket. This was done, and the home was titled . . . Signs were erected on the front lawn and at the street entrances calling attention to the home.

"Next, we contacted our sources of supply and suggested that they call attention to their products which went into the building of the home. With the building suppliers' advertisements plus those which were obtained through the furniture company, namely, appliances, carpeting, furniture manufacturers, etc., we were able to dominate the local newspaper building section by having over a two-page spread. In addition to the newspaper, the open house was broadcast regularly over our local radio station. Over thirty-five hundred people visited the home on the opening day.

"This advertising was carried in

(*Continued on page* 160)

Welcome Stranger

By R. E. Saberson

AN UNUSUAL thing took place at our house during the past week—something that hasn't happened for more than ten years. It was so surprising that it was the subject of the dinner table conversation that evening.

During the day, a pleasant young man had rung the door bell and, in a very efficient manner, had tried to sell us a garbage disposal unit. It would make a good story to say that we were so completely taken off our guard that we made the purchase promptly and that the unit already has been installed, but such is not the case. It wasn't that easy! Up to the moment all the personable young man has accomplished is to increase our interest in what he is trying to sell. What he does from now on will determine whether we buy his unit or some other kind—and when we do it.

For a long time we have been intrigued by the national advertising of certain well-known manufacturers of garbage disposal units. The idea appealed to us greatly. It still does. Some day we propose to have one when the road blocks to ownership finally have been removed. The appearance on our doorstep of a young man who knew what he was talking about leads us to believe that, at long last, the barriers are about to be taken down. However, we shall wait and see. Frankly, we are still a bit skeptical, not about the virtues of such a device, but of the ability of the makers to get our name on the dotted line. We are somewhat skittish about the whole thing.

Why? Fortune Magazine recently gave the answer in an excellent article entitled "What's the Matter with American Salesmanship?" It defines the status quo of the consumer thusly:

"The American consumer is considerably different from the consumer of ten or fifteen years ago. For one thing, his psyche is still badly scarred by depression, and he still demonstrates a stubborn and possibly serious bias for depositing his money in a savings bank rather than spending it. For another, the vast bulk of the population, or at least of the productive population, owns more goods than it ever has before. People take these goods more or less for granted, and find it hard to become as deliriously enthusiastic about the new models as they once did. They also tend more and more to become 'optional' buyers, practicing the truism that the purchase of consumer durables, unlike the purchase of groceries, can be put off. Already possessing a fair refrigerator or vacuum cleaner, they tend to postpone the purchase of a new one until the price or the new model is compelling enough."

It takes more than one call

All of which seems to fit our case exactly. True, we haven't a modern gadget into which we can dump the garbage and watch it disappear down the drain. But we do have a method of garbage disposal which we have been using rather satisfactorily, but somewhat inconveniently, for a good many years. The job of the young man who dropped by a few days ago to discuss the over-all subject with us is to keep coming back with more and better reasons until he finally convinces us that it is good business to draw our money out of the savings bank and invest it in a disposal unit.

Chances are we will never see the young man again. In all probability he is busily engaged in following out the well-known formula of "if you push enough door bells you'll make a certain number of sales—the law of percentages will take care of you." Again we say, it isn't that easy. In this particular case, the push was entirely satisfactory. So was the initial sales presentation. No doubt the young man did a far better job than he has reason to suspect. On the next call he'll probably get a little further along—if he ever comes back.

But even if he does show up again and makes further satisfactory progress he still has a long way to go before we become the proud owners of his disposal unit. Nevertheless, it will be his follow-through that eventually will get the order—a factor which is still almost completely lacking in the great and glorious field of American business. Industrially, we seem to have reached the point where a few salesmen are now abroad in the land asking somewhat timidly or nonchalantly whether we are interested in this or that, but we are thousands of light years away from good old heman selling which makes us part gleefully and willingly with our hard-earned savings.

Has American business lost the ability to sell successfully?

That answer has been well stated in the article in Fortune referred to above. Here it is:

"The major cause of the recession, many a sales executive now admits (if not boasts), is that American salesmanship fell down on the job. Perhaps the explanation is too simple, but there is enough hard truth in it to provide a thumping illustration of the impact of salesmanshp on the American economy, and in the future.

"Consider first the record of the last few years. What happened was that salesmanship rusted not only during the war but in three years following the war. The sellers' market of wartime slid into the sellers' market of peacetime as easily as one month gives way to another; the big problem continued to be to make goods, not sell them. So business did not add enough men to its depleted and ageing sales forces; it did not retrain the men it had. Its advertising was often lame and hackneyed. . . .

"The only remaining shortage, and the most serious shortage, is the shortage of creative salesmanship. . . . Until this is corrected we will continue to be long on goods. . . .

"The most important educational job ahead of industry, as it retrains its salesmen, is to retrain itself—to cultivate a new spirit of salesmanship permanently in all its activities."

It will take American industry a long time to recover from the debilitating effects of several years of unprecedented prosperity. Perhaps it is not an overstatement to say that a majority will never recover. They have too much inertia to overcome, too much wrong thinking to revamp, too many new things to learn.

Actually many of the oldsters have



WHETHER it's garbage disposal units, dishwashers or ranges—it takes selling to close a deal

two strikes against them before they step up to bat because they first must retrain themselves and indulge in a new type of thinking before they can successfully "untrain" their salesmen and then begin the colossal job of retraining them.

Adding up these many factors merely goes to show the extent of the job that is ahead for each and every component part of our great industrial system of production and distribution.

That no single factor in this mammoth system will escape goes without saying. There are those who still insist that the demand for "low cost housing" will continue to be so great for a long period of time that the big problem will continue to be how to produce rather than how to sell.

This complacent attitude (as far as the need for good salesmanship is concerned) is not justified by what already is taking place in the housing field within the short period of two years.

Whereas the take-it-or-leave-it attitude still prevails in certain areas the over-all picture of housing has changed drastically. Today we hear little of "minimum housing," the worst phrase that was ever tossed together in behalf of a product. On the other hand, the advertising pages of the Sunday newspapers are filled with much about "maximum values" and the pleasing illustrations of attractive homes are accompanied with carefully selected words intended to stimulate the desire to own a home to the point where Mr. & Mrs. Prospect will jump in the new car and hie themselves across town and over dell and dale to become eye-witness to Mr. Builder's latest creation.

Builders attitude changed

It goes without saying that Mr. Builder's attitude has changed during the past several months—both as to his creation and the potential owner. He is building a better home, doing a better job of advertising and likewise a better job of selling. If for any reason he is falling down on any of these three factors he simply is out of luck.

As to which of these three factors is the most important (assuming that financing is not a major problem) is a good deal like trying to figure out which of the three legs of a stool is the most essential.

In the case of the garbage disposal unit which has intrigued our interest for some considerable time, we have found from the reports of users that the device is entirely satisfactory from a mechanical standpoint. So was the national advertising. It attracted our attention and did everything that the experts claim it should do. When practically the same copy appeared in our daily newspapers two years ago (with a list of six local agencies) we were delighted. The next morning bright and early we were on the telephone in search of information only to encounter an astonishing amount of indifference. True, the sellers' market was still on but we were undaunted. We kept at it until we ran through the entire list. Finally we encountered an individual who was interested enough to ask the size of the drain pipe in our kitchen sink.

Rebuffs discouraging

"Too small," he said with an air of finality that left considerable doubt in our mind as to whether we were ever going to be the owner of a disposal unit unless we built a new house around it.

We haven't fully recovered from the many rebuffs of the long sellers' market and "too small" still keeps ringing in our ears. We were surprised indeed when some one finally decided to discuss the matter with us. We have no idea how the young man happened to come by. None of the six suppliers asked our name or put us on the prospect list. Must be another company. Some of these days we hope to find out. The young man would be welcome. We're sort of hungry to buy something. We'd enjoy leaning back in our chair and twiddling our thumbs while we watch a good salesman do his stuff. Nothing is more interesting and enjoyable. It's a thrilling experience.

To date we're still waiting, not for a garbage disposal unit, but several other things that are said to be in plentiful supply. We read full-page ads about automatic washers and driers, new type refrigerators. We've even toyed with the idea of a television set and we're a push-over for a new car in the next bracket above our present possession, but so far no one has approached us on any of the subjects.

Each month the advertisements become more and more interesting, but in spite of their appeal we go blithely on our way in full possession of our yearnings and our modest bank account. Some of these days the missing ingredient in American business will change our status quo. Efficient, intelligent, personal salesmanship will come to our rescue. Then we shall listen, learn and choose. No doubt the best salesman will get our order. More power to him. We're ready.

DEALER REVIEW

NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Arrange Tours of Northwest to Follow San Francisco Convention

ARRANGEMENTS are being made by the NRLDA national transportation committee, under the leadership of J. D. McCarthy of the Illinois Lumber and Material Dealers Association, for a direct trip for members by train from Chicago to the national convention in San Francisco, Nov. 6-11, and for tours on the return trip which will combine inspections of lumber operations in the Northwest with entertainment and sightseeing.

On the westbound trip departure from Chicago is scheduled the night of Nov. 3 and arrival in San Francisco for the morning of Nov. 6.

After the convention an option of two tours (1-A and 1-B) will be offered, both scheduled to depart from San Francisco Nov. 12. The itinerary of both trips will include Portland, Ore., and Seattle, Longview and Tacoma, Wash., with the 1-B trip taking an additional day for a tour of Yellowstone Park. Arrival in Chicago on the return trip is scheduled for either Nov. 19 or 20 at 7:45 A.M.

Highlights of the trips will include inspections of the Long-Bell and Weyerhaeuser mills at Longview and the Seattle Cedar Mill, sightseeing along the Columbia River, and a boat trip on Puget Sound. Lumbermen will be given a preference as to which mills, plants and shipping areas they wish to visit; and lumber manufacturers and dealers in the cities on the route are planning entertainment for the visitors.

For lumbermen and their families who have additional time, the transportation committee is cooperating with the Northern California Retail Lumbermen's Association in arranging a post-convention Redwood Empire tour in Northern California and Western Oregon.

Passing through Marin, Sonoma, Mendocino, Humboldt and Del Norte counties, this tour will include most of the Redwood groves in California, as well as vineyards, fishing communities and flower growing regions. Visits will be made to the world's largest redwood lumber mill at Scotia, other large mills at Eureka, the new Weyerhaeuser mill near Eugene, Ore., and the mills at Longview, Wash. Lumbermen at these points are planning a number of entertainment features.

Persons registering for the Redwood Empire tour may continue on trips 1-A and 1-B from Portland, schedules being changed to suit the party. Further information about the Redwood tour may be obtained J. F. Pomeroy, Lumber Merchants Association of Northern California, San Francisco.

Applications for reservations for the trip to San Francisco should be made directly to J. D. McCarthy, Illinois Lumber and Material Dealers Association, 919 Ridgeley Building, Springfield, Ill. Post-convention-tour reservations are being handled by M. M. Goodsill, General Passenger Agent, Northern Pacific Railway, St. Paul 1, Minn.

Aid to Manufacturers Offered By Northeastern Committee

The building materials consulting committee of the Northeastern Retail Lumbermens Association, which serves as a testing ground for products developed by manufacturers for the lumber and building material industry, has extended an invitation to manufacturers to discuss their products with committee members at the fall meeting.

The committee is composed of dealer-members of the Northeastern Association who are specialists in several branches of building material retailing—house construction, industrial and commercial trade, millwork, farm trade and boxing and crating.

Conducting their meetings in round table fashion, the committee attempts to assist manufacturers in developing new products for acceptance by the industry. Most of the manufacturers' questions, according to committee reports, are on styling, packaging and methods of merchandising. The consulting group is not concerned with manufacturers' sales presentations.

The President's Column



By C. B. SWEET
President, NRLDA

How short can our memories be? For the past five years, the builders, the real estate men, the financing groups, the material dealers, have all been opposing the encroachment of stateism. They vigorously and successfully opposed the WET bill, TEW bill and TWE bill. Reams of testimony were presented before Congressional committees by outstanding members of the industry. Thousands of dollars were spent by individuals in telegrams and phone calls to their Congressmen. All of this was done in an effort to prevent the passage of legislation that we said was detrimental to our National welfare. At last, and only after a bitter fight, the "ALPHA-BETCHA anything housing bill" was passed and became law. This law proposes to do all the things we, as an industry, have said would be disastrous to free private enterprise.

Imagine my surprise and utter amazement when inquiries began coming in to regional secretaries asking how the individual dealer could get on the gravy train. We may have the housing bill with us but I certainly do not believe we should for one moment compromise with it. Certain sections of the country are infested with poisonous snakes, but the local inhabitants don't live with them—they continuously fight them.

This is your opportunity to assume the leadership in your community and convince your fellow townsmen that any public housing can only lead them further into the realm of stateism. By taking the lead you can

(*Continued on page* 184)

Wage-Hour Division States Policy on Amendments to Fair Labor Standards Act

In a recent statement, the Wage and Hour Division of the U.S. Department of Labor outlined its policy on the overtime compensation provisions of the Fair Labor Standards Act, as changed by the amendment to the Act created by passage of the so-called "Overtime-on-Overtime" bill (H.R. 858).

The Wage and Hour Division statement points out that under the amendment, which is retroactive, certain payments which the Supreme Court held were not "true overtime" pay in the Bay Ridge Operating Co., Inc. v. Aaron and Huron Stevedoring Corp. v. Blue case will now be treated as overtime premiums under the Wage and Hour Law.

The premiums with which the amendment deals are those paid for work on Saturdays, Sundays and holidays, the sixth or seventh day of the work week, and for hours outside of the basic, normal or regular work day (not over eight hours) or work week (not over 40 hours).

The statement also cites the criteria contained in the amendment which must be met in order that these premiums may be excluded from an employee's "regular rate" of pay and be credited toward overtime compensation which may be due him under the Wage and Hour Law for work after 40 hours in a work week.

The terms of the amendment apply retroactively to all industries and are applicable in "rotating shift" situations under which an employee has a bona fide basic, normal or regular work week, even though his days of rest may fall on different days of the week, depending on the shift he is working.

Premiums which do not meet the tests of the amendments may nevertheless be true overtime if paid after a specified number of hours previously worked, according to a bona fide standard, as distinguished from premiums paid merely for undesirable hours or disagreeable work.

Grain Storage Structure Awards Announced

According to a tabulation made public Aug. 18, the Commodity Credit Corp., under the offer to purchase announced July 22, had contracted for the purchase of 14,300 bin-type and comparable grain storage structures, with a total capacity of 114,887,640 bushels.

These initial awards, which call for delivery within 30 days, are only a part of the contemplated purchases. It is reported that these may reach a capacity as high as 500 million bushels. CCC is continuing its analysis of offers received, and also additional offers for delivery within 60 days.

The original invitations had a stipulation which required consideration of delivery within 30 days, but bidders within the price range were wired to submit additional offers for delivery within 60 days.

1950 Dealer Association Convention Dates

Date	Association	City	Location	Exhibits
OCTOBER, 1949				
18-19	Oklahoma Lumbermen's Association	Oklahoma City	Municipal Auditorium	Exhibits
JANUARY				
16-17	Kentucky Retail Lumber Dealers Association	Louisville	Brown Hotel	Exhibits
17-18-19	Northwestern Lumbermen's Association	Minneapolis	Minneapolis Auditorium	Exhibits
23-24-25	Western Retail Lumbermen's Association	Portland, Ore.	Multnomah Hotel	Exhibits
23-24-25	Northeastern Retail Lumbermen's Association	New York, N.Y.	Statler Hotel	Exhibits
24-25-26	Ohio Association of Retail Lumber Dealers	Cleveland	Cleveland Auditorium	Exhibits
25-26-27	Southwestern Lumbermen's Association	Kansas City, Mo.	Municipal Auditorium	Exhibits
FEBRUARY				
1-2-3	Middle Atlantic Lumbermen's Association	Atlantic City, N. J.	Chalfonte-Haddon Hall	Exhibits
7-8-9	Michigan Retail Lumber Dealers Association	Grand Rapids	Pantlind Hotel	Exhibits
8-9	Lumber Dealers Association of Western Pennsylvania	Pittsburgh	William Penn Hotel	Exhibits
8-9-10	Mountain States Lumber Dealers Association	Denver, Colo.	Shirley-Savoy Hotel	Exhibits
14-15-16	Wisconsin Retail Lumbermen's Association	Milwaukee	Milwaukee Auditorium	Exhibits
16-17	Virginia Building Material Association	Roanoke	Roanoke Hotel	Exhibits
21-22-23	Illinois Lumber and Material Dealers Association	Chicago	Sherman Hotel	Exhibits
22-23-24	Nebraska Lumber Merchants Association	Omaha	City Auditorium	Exhibits
24-25	West Virginia Lumber and Builders' Supply Dealers Association	Charleston	Daniel Boone Hotel	Exhibits
28 and March 1	North Dakota Retail Lumbermen's Association	Fargo	City Auditorium	Exhibits
28 and March 1-2	Indiana Lumber and Builders Supply Association	Indianapolis	Murat Temple	Exhibits
MARCH				
2-3-4	Intermountain Lumber Dealers Association	Salt Lake City	Hotel Utah	Exhibits
9-10-11	Independent Retail Lumber Dealers Association	Minneapolis, Minn.	Hotel Radisson	Exhibits
15-16	Louisiana Building Material Dealers Association	New Orleans	Jung Hotel	Exhibits
15-16-17	Iowa Retail Lumber Dealers Association	Des Moines	Place not announced	Exhibits
22-23-24	New Jersey Lumbermen's Association	Atlantic City	Hotel Traymore	No Exhibit
22-23-24	Carolina Lumber and Building Supply Association	Myrtle Beach, S. C.	Ocean Forest Hotel	Exhibits
27-28 (Tentative)	Tennesseee Lumber, Millwork and Supply Dealers Association	Memphis	Municipal Auditorium	Exhibits
28-29	South Dakota Retail Lumber Dealers Association	Sioux Falls	Place not announced	Exhibits
APRIL				
3-4-5	Lumber and Supply Dealers Council	Savannah, Ga.	General Oglethore Hotel	No Exhibits
12-13	Mississippi Retail Lumber Dealer's Association	Biloxi	Buena Vista Hotel	Exhibits
12-13-14	Florida Lumber and Millwork Association	Palm Beach	Palm Beach Biltmore Hotel	No Exhibits
13-14-15	Southern California Retail Lumber Association	Los Angeles	Ambassador Hotel	Exhibits
19-20	Arkansas Association of Lumber Dealers	Little Rock	Place not Announced	No Exhibits
20-21-22	Arizona Retail Lumber and Builder's Supply Association	Mesa	Maricopa Inn	Exhibits
23-24-25	Lumbermen's Association of Texas	Galveston	Municipal Pier	Exhibits
26-27	Lumber Merchants Association of Northern California	Yosemite Nat'l. Park	Ahwanhee Hotel	No Exhibits

NOTE: This list contains several changes made since publication of an announcement of dates in the August issue. The date of the Montana Retail Lumbermen's Association convention was not available at publication time.

Two-Page Dealer Ad Marks Chicago Festival Opening

An outstanding two-page advertisement was run by the Edward Hines Lumber Co. of Chicago in the Sunday, Sept. 11, issue of the Chicago Tribune which announced the opening of the city's Home and Home Furnishings Festival.

The advertisement congratulated the different groups which had cooperated to arrange the Festival and devoted a large portion of space to copy on the advantages of home ownership.

Philip Creden, Hines advertising manager, is chairman of the Festival's publicity committee. The event is sponsored by the Chicagoland Home and Home Furnishings Council.

Predict 4,000 Attendance At 1950 Texas Convention

The 1950 convention and builders show of the Lumbermen's Association of Texas will be held at the Municipal Pier, Galveston, April 23-25. This will be the group's 64th annual convention.

The 1949 meeting, held in Dallas during the spring, attracted more than 150 exhibitors, a convention record. Inquiries about the 1950 show, according to Gene Ebersole, the association's executive vice president, indicate that a new record may be set. Approximately 4,000 lumber and building material dealers are expected to attend the 1950 convention.

Merchandising Program Increases Firm's Dollar Volume





SCHOENEMAN office, Sioux Falls, S.D., in 1922, and right, the same view after remodeling the office



CECIL SCHOENEMAN, secretary, and Herbert Schoeneman, president, Schoeneman Bros. Co.

Young management streamlines firm by adding new products in great demand and emphasizing advertising and promotion

FOUR years ago, a young generation took over the management of Schoeneman Bros. Co., and launched a merchandising program that has made the firm's dollar volume the biggest in its history.

The new management includes Herbert Schoeneman, president; F. B. Schoeneman, Jr., vice-president; Cecil Schoeneman, secretary; and Chester C. Schoeneman, treasurer, four sons of the five brothers who founded the company back in 1889. Schoeneman Bros. operate twelve yards in Iowa and South Dakota. General offices are still at Hawarden, Iowa; but the Sioux Falls, S.D., yard, where Herbert and Cecil Schoeneman headquarter, has also become an executive branch.

The first thing the new management did was to add new lines. "We did not feel that expansion as far as the number of yards was concerned was as important as doing a job in our existing locations." Herbert Schoeneman explained. "So we went to diversified, allied building materials. There are thousands of them. We have picked up about 200 . . . from a minor hardware item to some type of interior material that would not have been stocked by a lumber yard in the early days.

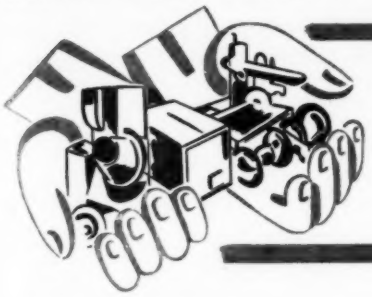
"We tried to include everything it takes to build a house. But we picked only items closely related to construction: builder's hardware, medicine cabinets, bathroom fixtures, kitchen accessories that can be incorporated into kitchen cabinets, and so on. We even went into some steel items in roof construction. We did the same for rural construction. Our aim has been to make our yards materials *stores*, so customers can come and get all their needs in one place. We advertise, 'Everything in building materials for the farm and home.'"

Cecil Schoeneman took up the story at this point. "Our next step was to work our lines harder," he said. "Vermiculite products are a good example. We have stocked vermiculite fill for years. Now, it's our insulation leader. Through direct mail, newspaper and radio advertising, we have built up sales from a few bags on a delivery to two and three truckloads on our better jobs. Last week, we sold 450 bags.

"Then we got our rural managers interested in selling vermiculite concrete aggregate for farm floors. We made our farm customers aware of its usefulness in increasing livestock productivity. Each year, our sales of vermiculite concrete aggregate have increased."

Planned, consistent advertising has been an important factor in building business for Schoeneman's. "Twenty-five years ago, the advertising account was a matter of donations," Herbert Schoeneman commented. "Today, we put a definite percentage of our sales into advertising. We

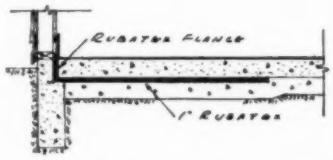
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NEW PRODUCTS
Offered by Manufacturers

INSULATION HARDBOARD AB1029

Rubatex insulation hardboard is an expanded, synthetic rubber compound for insulation of concrete slab floors. Weighing 4½ pounds per cubic foot, it has compres-



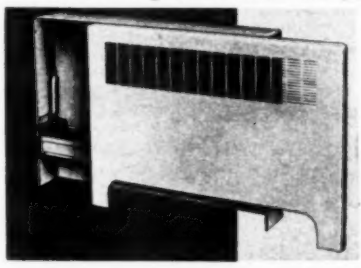
sive strength of 40 pounds per square inch. High resistance to moisture and vapor. No added water vapor barrier required. Rot, vermin and termite proof. Easily worked with ordinary woodworking equipment, either hand or power operated. Can be cut with a circular saw, band saw or hand saw. Great American Industries, Inc., Rubatex Div., Bedford, Va.

ROUTER OF MANY USES AB1028

Stanley-Carter RS8 router has attachments for planing, beading and fluting, sharpening bits and cutters, for weather strip grooving, dovetail joints, for mortising doors and for universal shaping. Router casing is threaded, and is fastened to desired attachment by turning into threading of that attachment. Depth of cut may also be adjusted by turning router in attachment unit. Each one-fourth turn gives an adjustment of 1/64-inch. There are 16 threads per inch. Motor has ½ H.P., and and runs at 18,000 r.p.m. Operates on 115 or 230 volts. Stanley Electric Tools, New Britain, Conn.

STEAM OR HOT WATER CONVECTOR AB1005

National Art convector distributes heat efficiently with either steam or hot water. For use in homes, schools, stores, offices and institutions, convector has heating elements consisting of aluminum fins per-



manently bonded to copper tubes. Tubes are silver soldered to cast iron headers providing protection against leakage and loosening of tubes. Readily adaptable to any type of pipe connections. Galvanized steel casing protects aluminum fins in shipment and supports entire heating element when installed. Specially designed enclosures for free standing, semi-recessed, full recessed or wall hung installations. In standard 6, 8 and 10-inch depths and 20, 24 and 32-inch heights. The National Radiator Co., Johnstown, Pa.

UNDERCOUNTER REFRIGERATOR AB1026

Model U-4, undercounter, four-cubic foot refrigerator, is 34½ inches high, 24 inches wide and 27 inches deep, including hardware. Designed to fit under standard height sink drain boards and kitchen counter surfaces, model requires 24 inches of space for 80 degree door opening. Right or left hand opening. Freezer holds 16 pounds of frozen food and two 14-cube trays which freeze four pounds of ice. Westinghouse Electric Appliance Div., Mansfield, Ohio.

OIL-FIRED GRAVITY FURNACE AB1016

Automatic "Modulated" heat is feature of Gopher oil burning warm air gravity-type furnace. Modulated heat results with combination of Gopher burner with new modulating oil valve designed to supply oil for even room temperatures. Limit control re-



duces modulating valve to pilot flow if any mechanical difficulty should develop. Flame keeps pilot hot at all times, so that when thermostat calls for more heat, oil admitted to burner by modulating valve is vaporized immediately without smoking. Furnace is 53x34½x30 inches. B.T.U. output is 72,500 per hour. Equipped with one gallon humidifier. American Gas Machine Co., 505 Front St., Albert Lea, Minn.

REFLECTIVE INSULATION AB1010

Reflective Kimsul features an aluminum foil vaporseal cover which is designed to reflect heat and shut out condensation. Firmly bonded to cover is thick blanket of treated fiber plies which produce high degree of thermal efficiency. Features strong tacking flanges to facilitate installation. Compressed to 1/5 installed length, insulation comes in light, easy-to-handle rolls which can be carried home in back of the car. Non-irritating, clean and pleasant to handle. Kimberly-Clark Corp., Neenah, Wis.

NEW ASBESTOS-CEMENT SIDING COLORS AB1020

Three attractive new asbestos-cement siding colors, pastel green, pastel ivory and steel gray are now available. New 12x24-inch colored siding will be textured in either wave line or straight edge design. The Ruberoid Co., 500 Fifth Ave., New York 18, N. Y.

PHOTOGRAPHIC MURALS FOR HOMES AB1013

Low-cost photographic murals for homes and offices, in either sepia or black and white colors, can cover an area of 15x7½ feet. Flexibility of reduction enables them



to fit almost any wall space without sacrifice of subject matter. Pictures reproduced on wallpaper stock are put on like ordinary wallpaper. Washable. Do not have to be backed on board or plywood. Foto Murals, 672 South Lafayette Park Place, Los Angeles 5, Calif.

TIME SAVING LEVEL AB1012

With new model Ken Corner Level, one man can plumb, level and square two sides of a corner at one time, as well as the top face of each brick when it is placed on mortar joint. Level cannot be twisted out of plumb by hand. If used to set a timber, post, door or window frame, it will plumb two faces at one time. Two "Z" bars of aluminum support horizontal and vertical glass liquid vials containing bubbles, and thus provide jig for setting each corner brick. Singer Kennedy Corp., 21 E. Van Buren St., Chicago 5, Ill.

MASONRY WALL STEEL REINFORCING AB1003

Dur-O-Wal, patented steel reinforcing for masonry walls, is offered to block manufacturers and building supply dealers. Available in all wall thicknesses, material is designed to lay in mortar joints. Imbedded



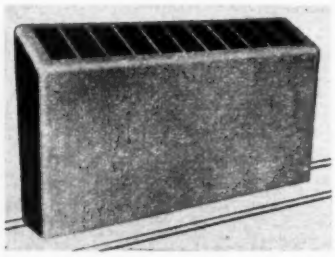
in mortar, it forms continuous lateral reinforcing to prevent cracks. Used as reinforcing to tie face brick to back up block, in double wall construction, where insulating dead-air space is formed; for brick and clay tile wall, as well as for reinforcing block walls. Dur-O-Wal Div. of Cedar Rapids Block Co., 656 12th Ave., S. W., Cedar Rapids, Ia.

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WALL HUNG CONVECTORS AB1023

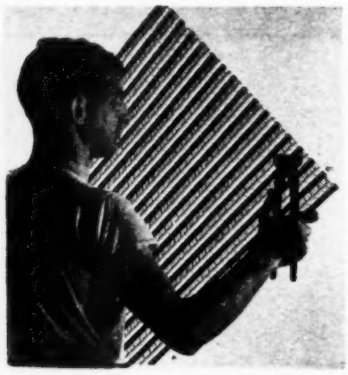
Top of this convector, slanted 30 degrees, prevents its use as table or ladder. Tops and fronts are furnished in one piece and constructed of 18 gauge steel, with bodies of 20 gauge. Designed for use in hospitals,



schools, institutions and offices where frequent cleaning of floor area is essential. Bodies are attached to wall by means of two keyhole slots, with front fitted into flanged edge of top and firmly anchored in place with screws. Convectors are packaged as complete units. Tuttle & Bailey, Inc., New Britain, Conn.

NEW LOOK IN METAL LATH AB1007

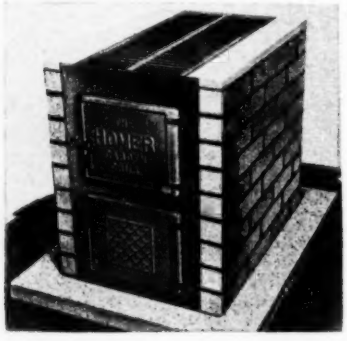
USG Color-Rite metal lath is painted at one end to simplify warehousing and application. At the plant, paint is sprayed across one end of each sheet. All 3.4 pound



lath is sprayed red; 2.5 pound diamond mesh and 2.75 pound flat riblath are sprayed white, and 4 pound 3/8-inch riblath is sprayed blue. When dealer or contractor receives a shipment, a glance at end of the bundle tells him the weight and type. Lather can easily tell correct position for installation. United States Gypsum Co., 300 W. Adams St., Chicago 6, Ill.

OUTDOOR GRILL AB1032

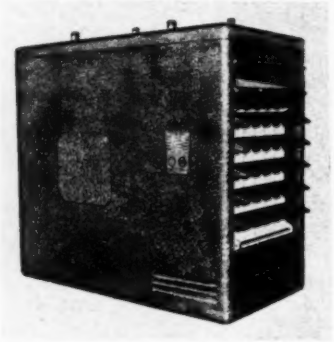
Homer permanent-type outdoor cooking grill is suitable for back yards, parks, playgrounds and beaches. Made of cast iron and aluminized steel, grill may be used as



it is shipped, or is adaptable to fireplace or Dutch oven covering. Smoke opening is in rear. Any hard fuel, including firewood or charcoal, can be used. Grill size is 12x26 inches. Height, 26 inches. Weight, 112 pounds. Homer Furnace & Foundry Corp., Coldwater, Mich.

BLOWER TYPE UNIT HEATER AB1033

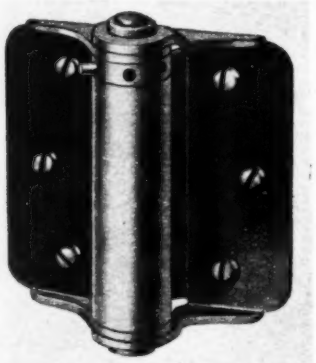
Pittsburgh Blower unit, Series "CB," is designed for installations which require heated air at great velocities and against great static pressure. Features a squirrel



cage fan. In five sizes, with AGA output of 172,000; 136,000; 112,000; 84,000, and 68,000 B.T.U. per hour. Equipped with cast iron heat exchanger and combustion chamber to withstand corrosive effects of burning gases. Combustion chamber and heat exchanger are cast in one piece, and extended heating surface fins on heat exchanger are cast integral. Built-in draft hood absorbs all excessive chimney action. Automatic Gas Equipment Co., 301 Brushton Ave., Pittsburgh 21, Pa.

ADJUSTABLE SPRING HINGE AB10

No. 125 adjustable full spring hinge is ideal for storm doors, combination screen and storm doors, and wood lavoratory stall doors with wood partitions. In any finish



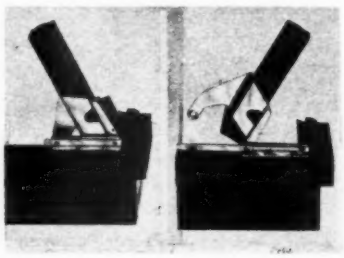
desired, the hinges can be used either for right or left hand opening. In 3-inch size. Packed one pair in a box, with 1x9 round-head screws. Other new products offered by firm include pressed steel door pulls, heavy latches, round knob pulls, door and drawer pulls and adjustable half surface spring hinges. National Manufacturing Co., Sterling, Ill.

FIRE-RETARDANT WOOD TREATMENT AB1006

Protexol-impregnated wood is listed by Underwriters' Laboratories, Inc., as permanently non-combustible. Treatment also renders wood rot and vermin resistant. Wood is treated in sealed cylinder on which vacuum has been drawn. Chemical solution is forced into wood under high air pressure. Wood treating service by carload lots or less, available to dealers or builders. Fox Brothers Manufacturing Co., 2721 Sidney St., St. Louis 4, Mo.

AWNING WINDOW HINGE AB1030

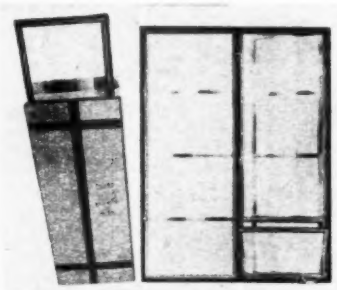
Maintenance hinge for firm's awning window permits painting and cleaning of the top sash for indoors. When top sash is restored to operating position, protection



against rain splashing in over top sash is still retained as in the fixed hinge principle of operation. To operate hinge, mechanic disconnects upper links, springs two friction type pins, and lowers sash. When through, he raises sash to regular position, connects links, and unit is ready for normal operation. Gate City Sash & Door Co., Fort Lauderdale, Fla.

PACKAGED STORM SASH AB1031

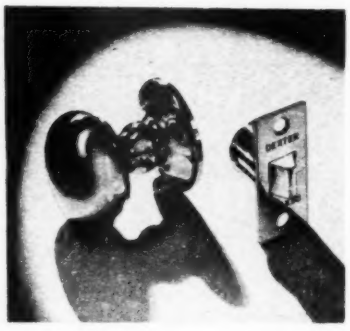
Fenestra storm sash are now being shipped in cartons, completely assembled and glazed, with all necessary clips, screws and installation instructions. Hopper vents, when specified, are included in the carton,



assembled and installed in sash panel. Cartons serve as convenient storage place for storm sash during summer months. All steel residence casement windows made by firm are now being machined to take storm sash, except those windows manufactured in company's California factory for use on West Coast. Detroit Steel Products Co., 3255 Griffin St., Detroit 11, Mich.

SIMPLIFIED CLOSET LATCH AB1009

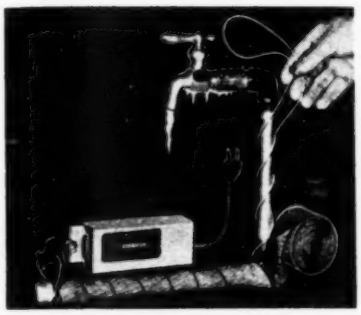
Dexter closet latch keeps hardware on outside of door. Incorporates a friction bolt, tapered on each side of latching end, and



backed by compression spring. Firm enough to keep door securely latched, yet opens and closes with simple push or pull. Knob and rose screw to outside of door, and match rest of interior doors. National Brass Co., Grand Rapids, Mich.

PIPE-FREEZING PREVENTIVE AB1011

"No Frozen Pipes" system includes a length of cable, a roll of insulation, a roll of waterproof wrapping, and a thermostat automatic control. Neither tools nor experience



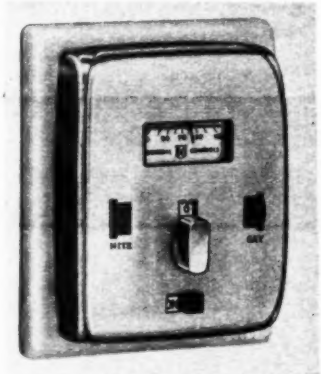
are necessary to install. Length of cable and amount of insulation and wrapping required depend upon length of pipe to be protected. Flexible cable is wrapped around pipe, about one wrap per foot. Insulation, applied, holds cable in place. Waterproof wrap is then applied, and thermostat is mounted adjacent to pipe and plugged into electric outlet. Cable is then plugged into thermostat receptacle, and unit automatically prevents freezing. Gro-Quick Co., 340 W. Huron St., Chicago 10, Ill.

SEALING STRIP AB1004

Easy-to-apply product, "Tuo-Kove," is made from plastic. Seals and covers cracks at junctions of wall and bathtub, washbowl, or stall showers, preventing steam or water from entering. May be used as seal at inside corners in stall showers where butt joining is required, in washbowls as trim at junction of washbowl and wall, and as a filler strip to cover vertical line cracks at corners before installing a finished wall covering material, and also as a trim to cover butt joining of a wall covering material at any or all inside corners. Keller Products, Inc., Cleveland 15, Ohio.

TIMER THERMOSTAT AB1008

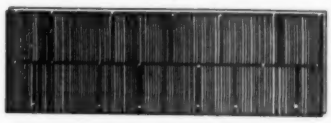
T-70 Timer-Thermostat may be set to any desired temperature between 50 and 90 degrees F for night period, and clock mechanism automatically returns heating system to pre-selected day temperature



each morning. Can be used in connection with any space or unit heaters, central, wall or floor furnaces equipped with automatic control systems. Two-wire, bi-metal type, with snap-action contacts and easy to set drum dials. Night setting period is shown on direct-reading dial. Daytime setting may be prematurely resumed at will by manually turning timer to zero. General Controls Co., 801 Allen Ave., Glendale 1, Calif.

HEAVY DUTY INSULATED SIDING AB1025

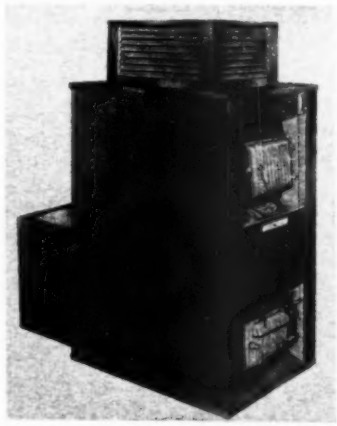
Tapertex, a large heavy-weight, heavy-duty insulted siding, has realistic tapered effect



achieved by heavier tapered coating. Baseboard lies flat against the sidewall so that possibility of sagging is minimized. The Flintkote Co., 30 Rockefeller Plaza, New York 20, N. Y.

PACKAGE COAL FURNACE AB1015

"Warm Morning," Model 900 package coal furnace, serves as gravity or forced air furnace, with or without ducts, or as a circulating-type space heater. May be installed in basement or utility room, when used as a furnace. Forced circulation of



warm air in winter and cool air in summer is provided by adjustable blower unit which may be installed at rear or on either side of cabinet. May also be used as high capacity circulating heater for homes, stores, schools, garages, clubhouses or similar structures. Capacity, 80,000 B.T.U.'s at the bonnet. Semi-automatic magazine feed principle. Locke Stove Co., 114 W. 11th St., Kansas City 6, Mo.

FIRE ALARM FOR HOMES AB1018

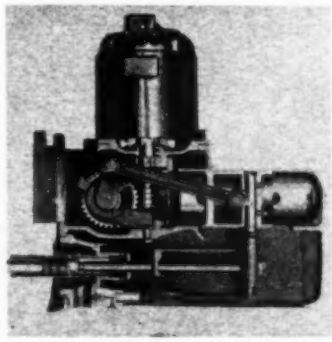
Scots Guard automatic fire alarm for homes requires no wiring, no batteries, no installation problems. It is always on duty, day or night. Coil thermostat controlled alarm rings when temperature reaches 130 degrees F. To install, hang 18 inches from ceiling near fire hazard. Sturdy construction throughout with durable plastic back plate in walnut brown. Height, 6½ inches. Width, 4¼ inches. Royal Scot, Waterbury, Conn.

COLD SOLDER AB1022

Lab-Metal cold solder is easily applied with a putty knife or rubber squeegee. It goes on cold and permanently repairs holes, gouges, dents and rough or porous places in metal, wood or plaster. Hardens quickly to strong permanent bond. Can be ground and sanded to featheredge and painted without danger of bubbling. Can be thinned with any regular lacquer thinner and brushed or sprayed on most surfaces including wood. Recommended for use where heat or flame would be dangerous or cause stresses, strains or distortions. Alvin Products, Inc., 20-22 Houghton St., Worcester 4, Mass.

DEEP WELL PUMP AB1034

Figure 562 worm-drive deep well pump has silent, efficient transfer of power without vibration. Hardened and ground steel worm keyed to motor shaft and meshing



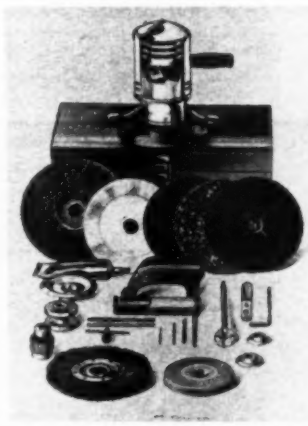
with phosphor bronze worm gear. Capacity ratings, 190 to 510 gallons per hour. Electric or gasoline engine units available. Pump has 5-inch stroke. Tapped for 3-inch drop pipe, and bushings to reduce to 2½ and 2-inch drop pipe are furnished. Discharge tapping is 1¼ inches. Plunger threaded ⅝-inch. Simplified installation. The Deming Co., Salem, Ohio.

INSULATION MATERIAL AB1017

Leatherback Reflective Storm Blanket insulation consists of a solid sheet pure aluminum foil laminated to all-purpose building paper that provides efficient reflective surface. Two types are plain and reinforced. Plain consists of aluminum foil laminated to asphalt impregnated building paper, and reinforced type incorporates a web of spun glass fibers, imbedded in the laminating agent between aluminum foil layer and asphalt impregnated building paper. Insulates by reflecting radiated heat back to its point of origin. Easy to install, it is nailed or preferably stapled to studding in frame or brick veneer structures. Weight, 30 pounds per 500 feet. Protective Papers, Inc., Dept. A., Union, Ill.

POWER TOOL KITS AB1021

Painters and floor contractors power tool kit is built around Porter-Cable's Model D-6 Guild Combo-Tool. Kit is equipped with attachments to do several grades of sanding work, as well as to mix paint, drill,



wire brush, cut flashings and pipes, and polish floors. The Combo-Tool weighs less than 6 pounds. Firm also supplies a shop kit and a home kit, similarly equipped. Lightweight steel carrying cases are standard equipment for each kit, and are attractively finished with a primer coat which resists rusts. Porter-Cable Machine Co., Syracuse 8, N. Y.

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HARDWARE STACKBINS AB1024

Stackbins-in-Stackracks, for dealers, are ideal units for display and storage of merchandise. Will accommodate a keg of nails and provide storage and display for fit-



tings, screws, bolts, and all types of hardware. Stackbins and stackracks are individual units with which display racks can be built as wide and high as desired. Stackbins slide like drawers for easy weighing and counting. Wide range of sizes. Stackbin Corp., 1195 Main St., Pawtucket, R. I.

PLASTER MORTAR MIXER AB1035

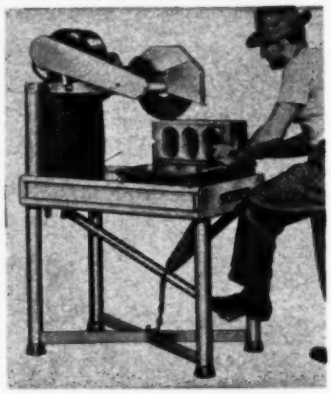
"Power Hoe" mixer, of 6 cubic foot capacity, will handle up to 40 shovelsful of sand. Will keep 18 to 30-man crews steadily supplied with even-tempered, thoroughly mixed plaster and mortar. Tilt-type, with



mixing drum and power plant separate, the unit is readily maneuvered about on the job. Handle-lever control of discharge at any point in arc of drum's tilt, with two discharge position—24 inches for wheelbarrows, and 17½ inches for mortar boxes. With axles telescoped and hub caps removed, mixer will pass through 33-inch doorways. Air-cooled, 6.4 H.P. gasolined engine. Jaeger Machine Co., Columbus 16, Ohio.

PORTABLE MASONRY SAW AB1027

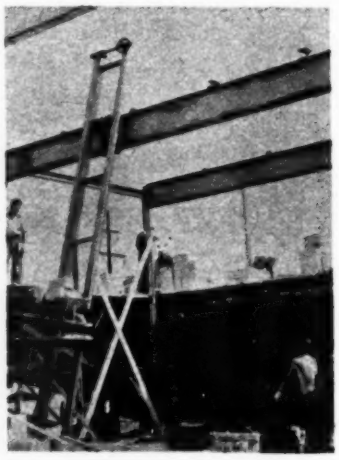
Valor masonry saw is light and portable, yet strong enough to stand up under rough handling. Rigid tube construction offers



machine weighing 225 pounds. The 1½-H.P. motor drives both water pump and blade to make an efficient dry and wet cutting device. Available also in dry-cut models. Model knocks down to fit most automobile trunks. The Victor Engineering Corp., Bristol, Pa.

VERSATILE HOIST SYSTEM AB1002

The "Incline-Track," a versatile platform hoist system, hoists wheelbarrow loads of material with speed and economy. Eleva-



tor moves on wood track which is built by contractor on job site with standard size 2x6 lumber. Steel channel, with all joints electrically welded, provides sturdiness to elevator platform. System may be used in conjunction with any power hoist capable of exerting 400 pound effort on a single line. King Manufacturing Corp., 3146 W. Chicago Ave., Chicago 22, Ill.

SOLID CORE FLUSH DOOR AB1019

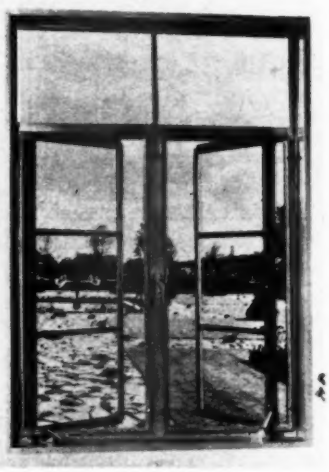
Mengel stabilized solid core flush door can be used optionally as an interior or exterior



door. Core withstands violent temperature and humidity changes, having unusual stability. Stabilized features include closely controlled waterproof gluing techniques. The Mengel Co., Louisville, Ky.

STEEL WINDOW CASINGS AB1014

Sixteen types of standard steel window casings to fit firm's line of residence steel casement windows for homes and apartments range from 1x2 lights to 4x5 lights, in two casing depths, 4½ and 5¼ inches.



Suitable for all residential construction, frame, masonry or brick veneer. Stool, head and jamb sections formed from 18-gauge steel, bonderized and primed. Easily assembled by steel tenons, which are extensions of head and sill members inserted in slots in jambs and bent into holding position. Angle fin provided, if necessary for structural requirements. Hope's Windows, Inc., Jamestown, N. Y.

PROTECTIVE COVERING AB1001

EHW Formula provides excellent protective coating for metals and plated surfaces against rust, corrosion, pitting and tarnish. Tough, transparent and colorless, the coating will withstand weather, heat, cold, grease or grit. Can be removed with standard acetates. One application on automobile chrome provides positive protection up to a year, and most indoor applications last indefinitely. Will not discolor or turn brown. Applied by brushing, spraying or dipping, it dries in two minutes. Temperature Equipment Corp., 4505 Euclid Ave., Cleveland 3, Ohio.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

NAME..... ADDRESS.....

CITY..... STATE.....

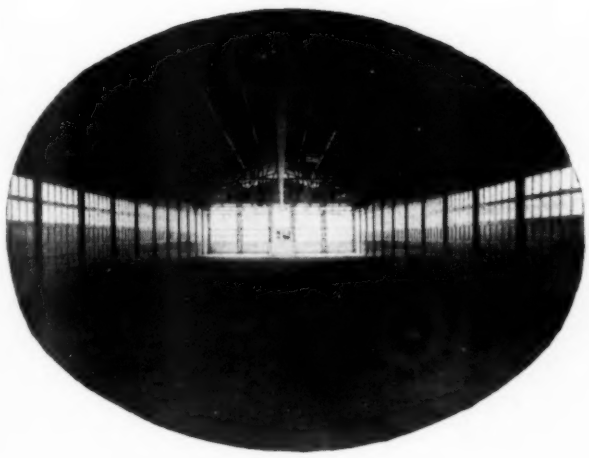
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AB1001	AB1007	AB1013	AB1019	AB1025	AB1031
AB1002	AB1008	AB1014	AB1020	AB1026	AB1032
AB1003	AB1009	AB1015	AB1021	AB1027	AB1033
AB1004	AB1010	AB1016	AB1022	AB1028	AB1034
AB1005	AB1011	AB1017	AB1023	AB1029	AB1035
AB1006	AB1012	AB1018	AB1024	AB1030	

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

IN A DOZEN WAYS







There's a RoWay for every Doorway!

we make sure Ro-Ways will serve better...longer

Perhaps you have never known before why Ro-Way Doors are so famous for trouble-free operation and why they keep their good looks through so many years.

Here at the factory, we take 12 careful steps to protect your customer's goodwill, your good reputation, and our good name.

Go with us through the Ro-Way Overhead Door Plant. Make 12 stops with us while we point out "A Dozen Ways we make sure Ro-Way will serve better . . . longer".

STOP 1 See the quality of lumber personally selected by Rowe's own expert buyers at West Coast Lumber Mills (no job lots here).

STOP 2 See that fine quality three-ply Douglas Fir Plywood used for Ro-Way panels. Notice that for this plywood "exterior grade" glue is used . . the kind that is highly resistant to moisture.

STOP 3 See how our Multiple Mortisers operate to assure greater uniformity and accuracy in the construction of the wood sections.

STOP 4 See the Ro-Way method of using double-end tenoners for efficient construction.

STOP 5 Watch the careful squaring up of Muntins, Rails and Stiles in each wood section.

STOP 6 See how Ro-Way Drum Sanders give the wood that silky, lustre finish.

STOP 7 Take a look at those Ro-Way workmen putting on the finishing touches by sanding all joints and surface by hand.

STOP 8 Watch the careful Rabbeting of the sections to provide weather-tight ship-lap joints.

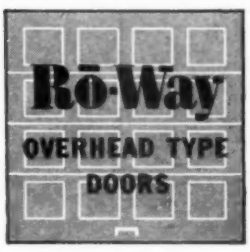
STOP 9 Notice how we glue then dowel the Ro-Way door sections with Steel (not wood) dowels.

STOP 10 Watch Ro-Way springs being made right before your eyes. See how we power-meter them to the weight of each door.

STOP 11 See those special machines produce Ro-Way Track Rollers with that "double-thick tread".

STOP 12 Here, after all the hardware has been fabricated, it is Parkerized and painted. That means extra protection against rust and rusty streaks that so often spoil the looks of a door.

All these are extra built-in values without a nickel of added cost to your customers. Every Ro-Way Door is a sound investment in good service and good looks. It pays the owner dividends for years and years. Remember when you specify Overhead Type Doors that "In a Dozen Ways we make sure Ro-Way will serve better . . . longer".



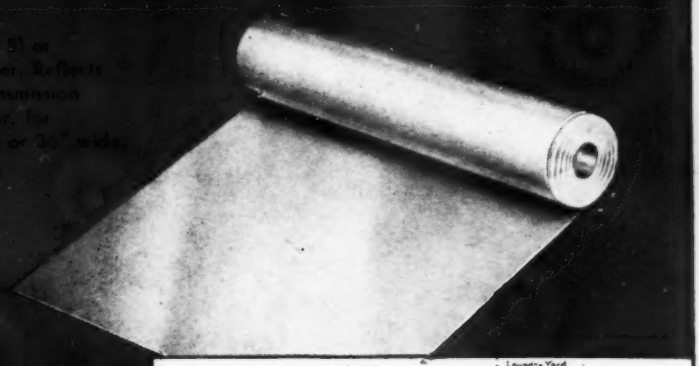
ROWE MANUFACTURING COMPANY
756 Holton Street • Galesburg, Ill., U. S. A.

Standard sizes available for prompt delivery. Good delivery on special sizes for commercial and industrial use.

See your classified telephone directory for names and addresses of Ro-Way Distributors.

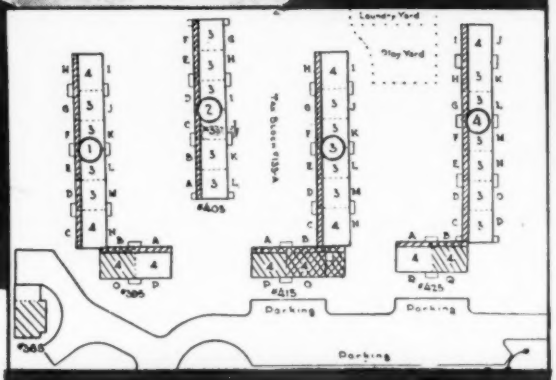
SEE OUR CATALOG IN SWEET'S

Reynolds Aluminum is laminated to kraft sides (Type B) or one side (Type C) of tough kraft paper. Reflects up to 95% of radiant heat. Moisture vapor transmission practically nil (0.10 grains sq. ft. hr. for Type B). In rolls of 250 sq. ft., 25", 33" or 36" wide.

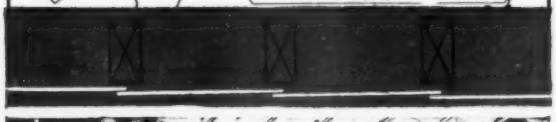


Facts (not claims) that every architect should know about

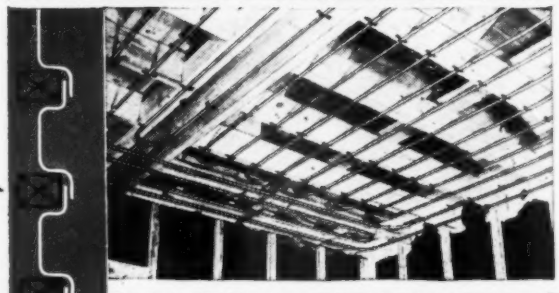
REYNOLDS ALUMINUM REFLECTIVE INSULATION



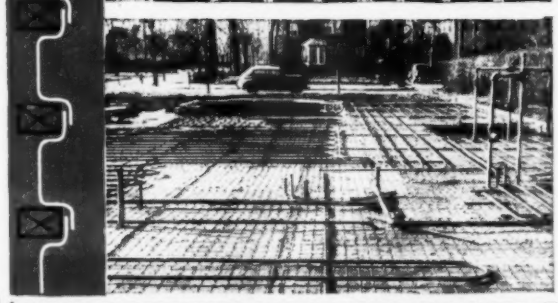
CRAWL SPACE: Between floor joists over unheated areas, shown unshaded in ground plan above, this is the only practical, economical insulation and vapor barrier. One layer of Type B meets FHA requirements in most areas. Approximate conductance coefficient 0.10. The accepted specification. (Above Garden Apartments, only a small part shown, insulated by The Fireproof Products Co., Inc., N. Y.)



SIDEWALLS: With the increasing use of radiant heating, logic demands this insulation that is radiant heat reflective in the highest degree. Bowed between studs and lapped over stud face, Reynolds Reflective Insulation provides high efficiency at low cost in both conductance and as a vapor barrier.



CEILINGS, RAFTERS: Two layers of Type B, with intervening air space, meets FHA requirements in most areas. Conductance 0.14. Single-faced Type C with blanket insulation laid above is a superior installation. Conductance 0.07. Single layer of Type B, while not sufficient for winter FHA standards in northern areas, is excellent to take off summer sun load.



REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

IF YOU SEE RUST YOU KNOW IT'S NOT ALUMINUM — REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

REYNOLDS METALS COMPANY,
Building Products Div., Louisville 1, Ky.
Offices in 32 Principal Cities



REYNOLDS REFLECTIVE INSULATION HAS A PLACE IN YOUR PLANS
...MAIL THIS COUPON FOR TECHNICAL DATA IN A.I.A. FILE FORM

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Reynolds Metals Company, Building Products Division,
2003 South Ninth Street, Louisville 1, Kentucky

Please send me A.I.A. File Folder on Reynolds Aluminum Reflective Insulation.

Name_____

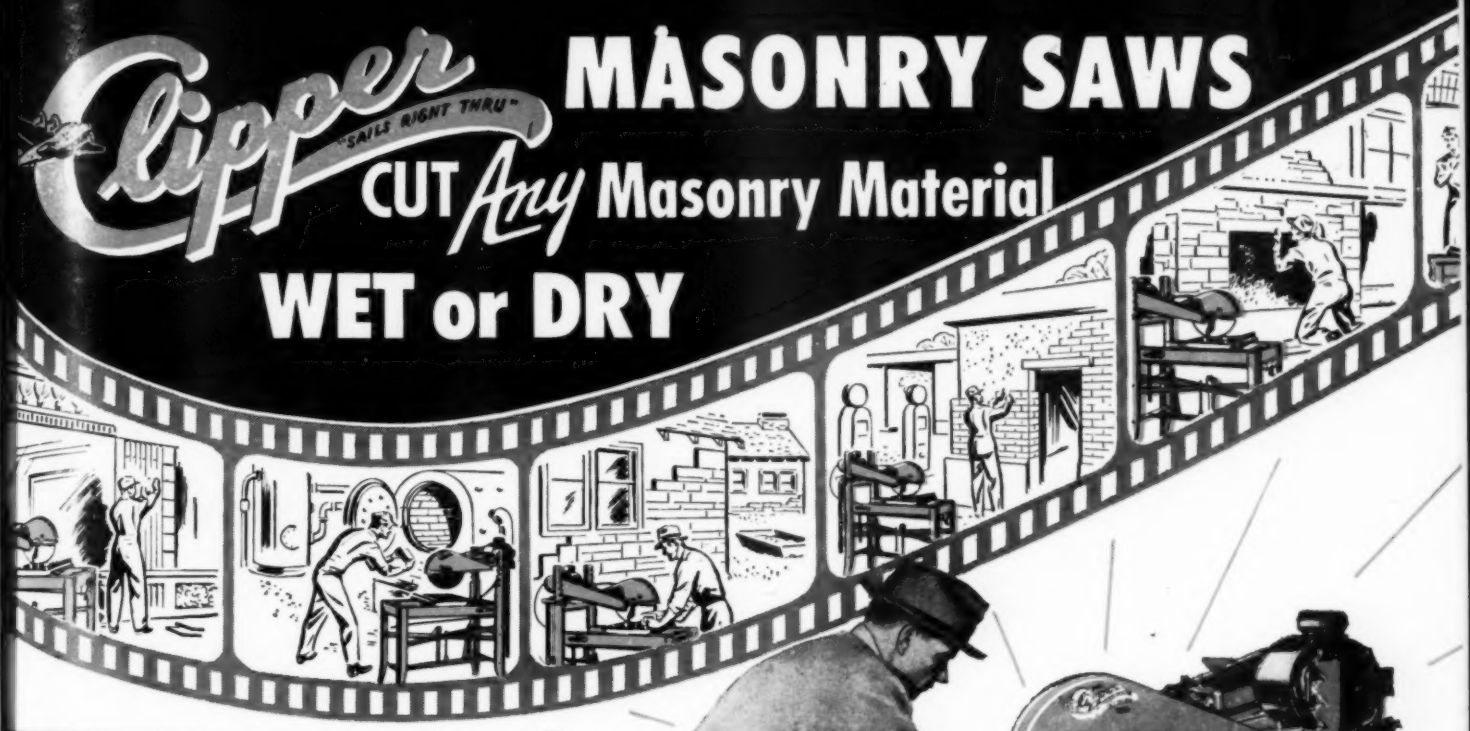
Company Name_____ **Title**_____

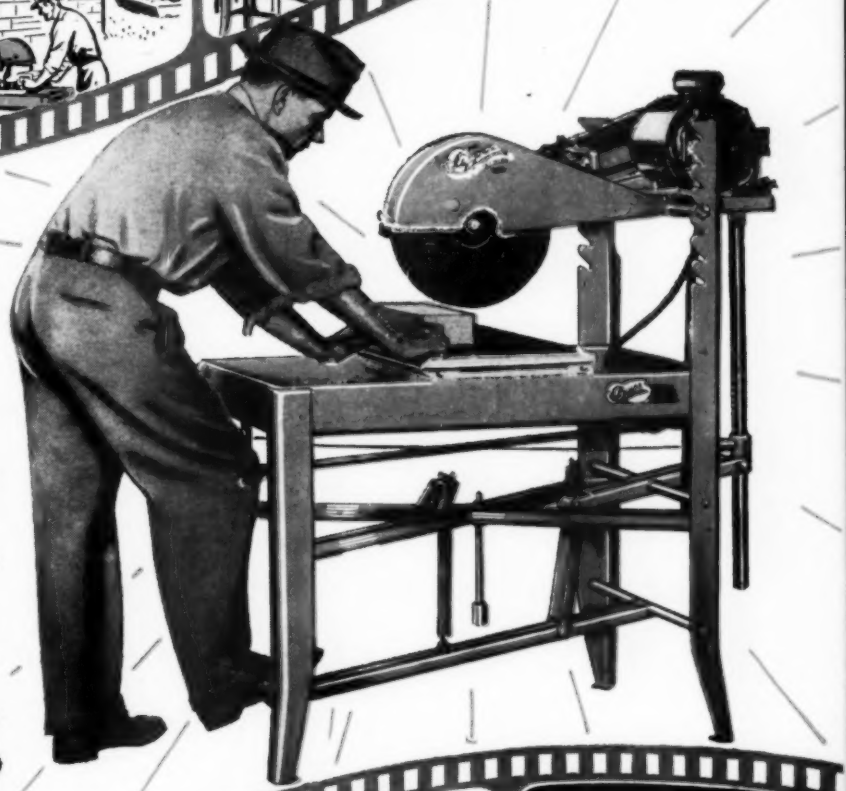
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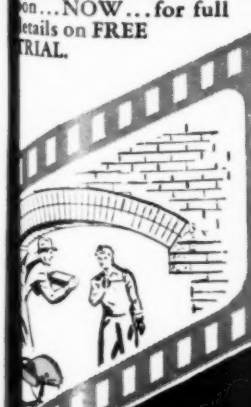
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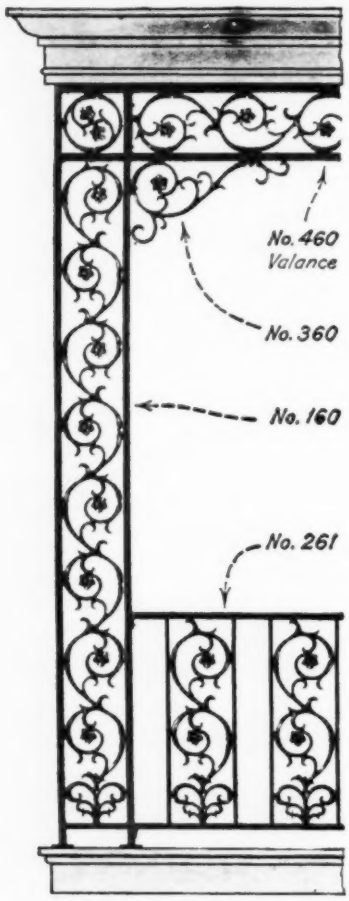
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Here is the grace, the charm, and the distinction of Old New Orleans . . . at a price all can afford. The beautiful "Dogwood" design of the No. 160 Coffman porch post is also available in matching patterns of rail, valance, and brackets (all with bolted attachments) as shown. Heavy double faced aluminum casting of ½" to ¾" thickness is mounted between 1" square solid iron bars to make a rugged load carrying post.

45,000 Lb. Load Capacity

The No. 160 corner post, like other Coffman products, has been thoroughly tested for load carrying capacity by the Pittsburgh Testing Laboratory.

LOW IN PRICE

. . . because Coffman products are the result of an integrated operation from DESIGN to FOUNDRY to FORGE to FINISHED PRODUCT.

No. 160 Flat Cast Post, 7'-6" Height

$34.00 F.O.B.

. . . a price we believe the lowest ever offered for a post of comparable specifications and quality! Special heights and corners priced accordingly.

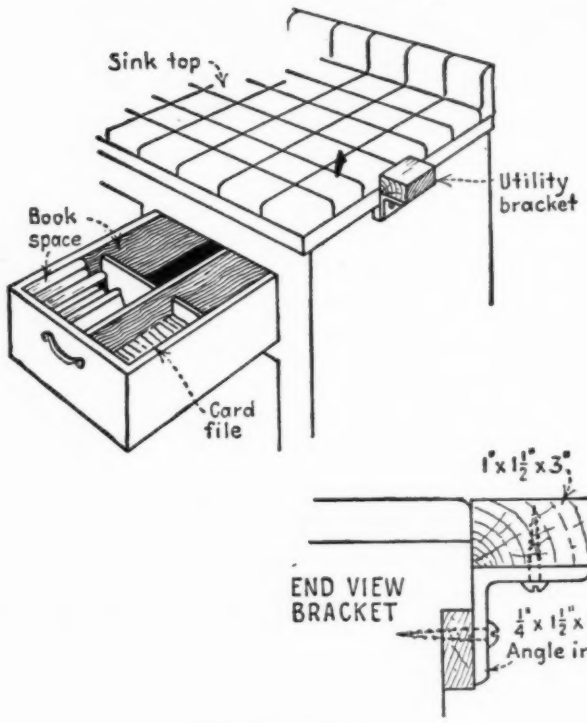
Write for Catalog AB, P. O. Box 1113.

Manufacturers of the Original "Complete Builders' Line" of Hand-wrought Ornamental Iron sold by Lumber and Building Supply Dealers

The R. F. Coffman Co. Inc.
ORLANDO, FLORIDA
ESTABLISHED 1925

TECHNICAL GUIDE for Builders and Craftsmen

Kitchen Suggestions



DRAWERS: The modern kitchen cabinet of today is arranged to include space for every known item in the storage of utensils and the preparation of food. The sketch indicates a drawer located directly under the counter which is designed for the storage of cook books and index file card cases. This drawer would have a division in the center so that books and file case would be separate. File case to be of a size to accommodate 3x5 cards used for loose recipes. Depth of drawer determined by size of books.

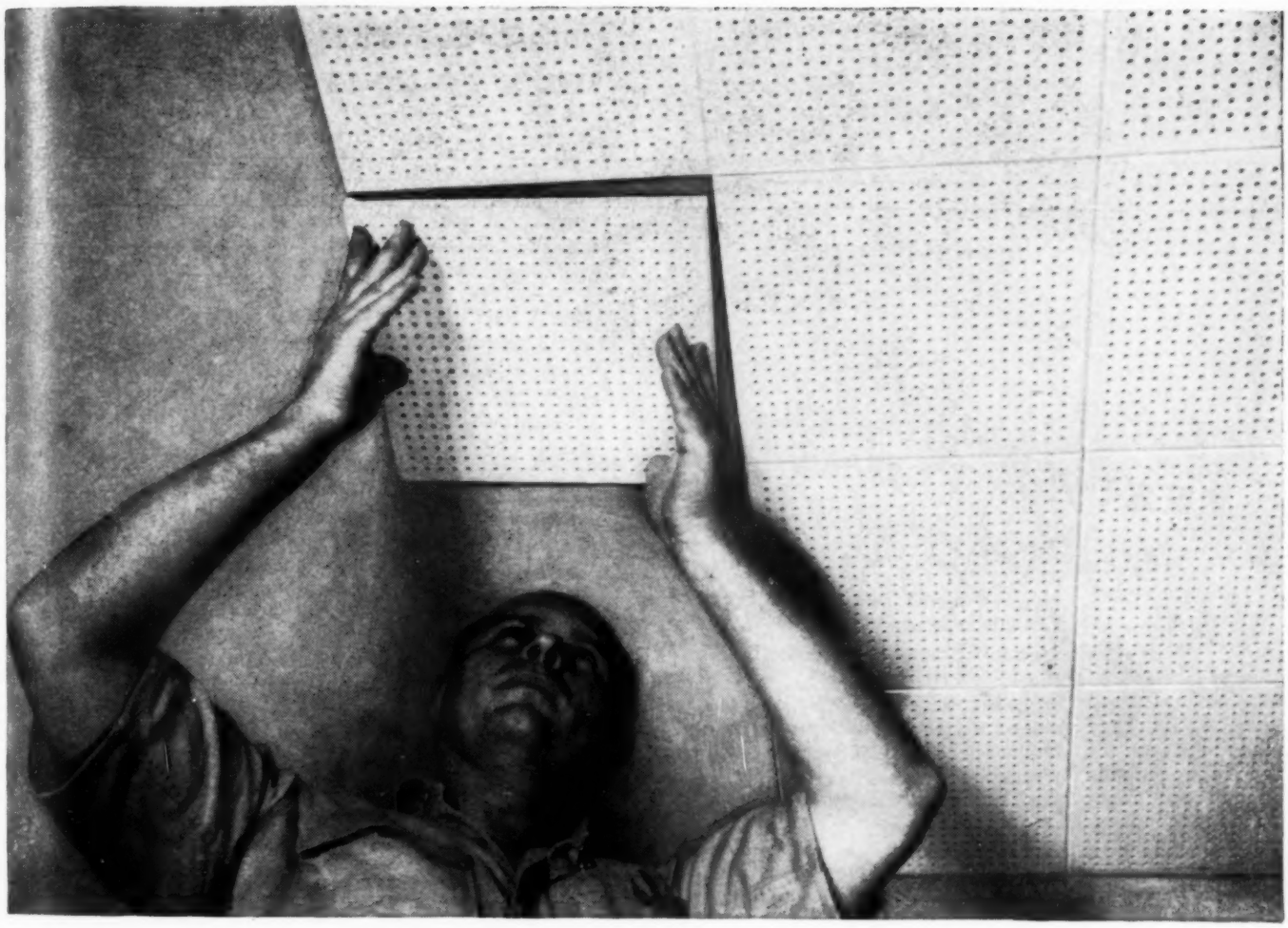
UTILITY BRACKET: To meet the need for a place on which to secure hand operated meat and vegetable grinders, a small steel angle iron is screwed to the end of wood counter top. Size of angle is 1½x 1½x3x¼ inches. It is secured onto the end of counter so that top of angle is flush with top of counter. In the event the counter top is of tile, then screw a wood block on top shelf of angle. This raises the level of the shelf flush with counter. Angle is fastened to counter with two No. 12x1 wood screws. Submitted by Mrs. R. E. Hill, Berkeley, Calif.

A New Type Mixing Board



PULL-out boards placed directly under the kitchen counter are found to be extremely useful to the housewife. They need not be confined to the bread board alone, but can be increased in number to perform special tasks.

In the sketch at left an eight inch diameter hole is cut in the center of the board. This is done to hold tightly a mixing bowl while ingredients are being added and stirred. Saturate board with paraffin for easy cleaning. Submitted by A. F. Taggart, Monrovia, Calif.



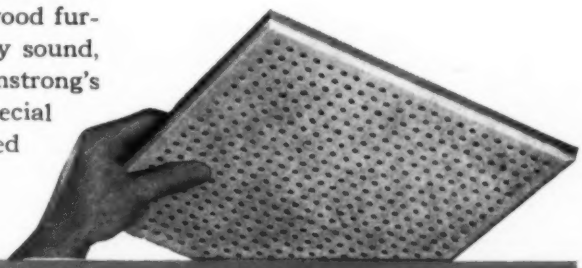
Success Story

THE distribution of Armstrong's Cushiontone through lumber dealers has opened up broad new markets for builders and contractors. All over the country they are finding out that Cushiontone is profitable to sell and install. Cushiontone is easy to sell, too, for it's a fine product.

Made of sturdy fiberboard, each square foot of Cushiontone is drilled with 484 holes. These holes absorb as much as 75% of the sound that strikes the ceiling. Paint won't clog them so Cushiontone can be repainted when necessary without loss of acoustical efficiency. This means many extra years of service.

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Many businesses and homes in your area are active prospects for Cushiontone installations right now. For complete information about Armstrong's Cushiontone, see your local lumber dealer or write Armstrong Cork Company, 1610 Stevens St., Lancaster, Pa.



Armstrong's Building Materials

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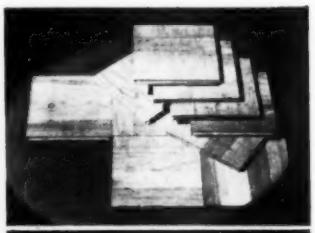
...lays straight, stays straight

BUILDERS PREFER BEAUTIFUL TEXOAK FLOORING FOR THESE REASONS:

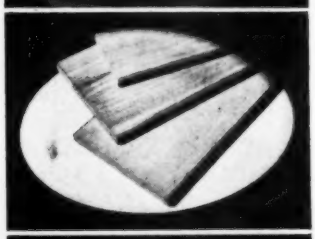
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For further information, see your distributor or write for our free booklet.

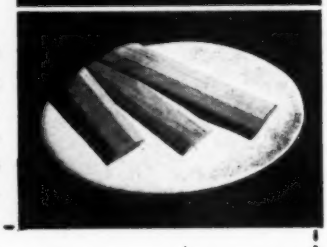
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Interlocking tongued and grooved floor blocks of beautiful kiln dried oak, 9" x 9" x 25/32". Write for free sample. No obligation.



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Catalogs and
HOW-TO-DO-IT INFORMATION

635—WALL CONSTRUCTION—Details of a double wall system of construction are given in a booklet, "Laminated Sheetrock Wallboard," a publication of the U.S. Gypsum Co., 300 W. Adams St., Chicago 6, Ill. Information includes illustrations of step-by-step application of Sheetrock wallboard.

636—"LIGHTING FIXTURE DIGEST"—is a convenient reference catalog of lighting fixtures prepared by the Solar Light Manufacturing Co., 1357 S. Jefferson St., Chicago 7, Ill. Included are drawings showing design and cross-sections, accessory lists and general information.

637—"I SEE A DREAM OF A KITCHEN"—is a folder issued by the Morton Kitchen Cabinet Division, Morton Manufacturing Co., 5125 W. Lake St., Chicago 44, Ill. The folder contains illustrations and descriptions of sinks, base and wall cabinets, appliances and other kitchen equipment and carries out the theme of developing a modern kitchen by adding work centers separately.

638—STEEL WINDOWS AND DOORS—"Fenestra Stock Products," 28-page catalog, illustrates and describes steel windows and doors complete with hardware. Installation details, typical applications and stocktypes and sizes for residence steel casements, including storm windows and screens, basement and utility windows are shown. Issued by Detroit Steel Products Co., 3101 Griffin St., Detroit 11, Mich.

639—"YOUR GUIDEBOOK TO HAPPY HOME-BUILDING"—Attractively finished 20-page brochure with four full color photographs and 67 black and white pictures describes "Enchanting Homes of Western Pines." Intended for use by prospective home builder or remodeler, booklet shows interior woodwork installations of Idaho White pine, Ponderosa pine and Sugar pine. Western Pine Association, 510 Yeon Building, Portland, Ore.

640—THIRTY-THREE ITEMS OF GAS COMBUSTION EQUIPMENT—are shown in Condensed Catalog 292 of the Bryant Industrial Division, 1020 London Road, Cleveland 10, Ohio. Capacity and dimensional tables for combustion assemblies, gas-air and air-gas mixers, blowers and boosters, burner types, pilot and ignition devices, controls, valves, regulators and other accessories are illustrated and described.

641—HARDWOOD BLOCK FLOORS—Series of five full-color booklets issued to dealers wishing to promote Bruce flooring shows professionally designed room settings with hardwood block floors and conventional hardwood strip flooring. One piece features factory finished flooring. E. L. Bruce Co., Box 397, Memphis 1, Tenn.

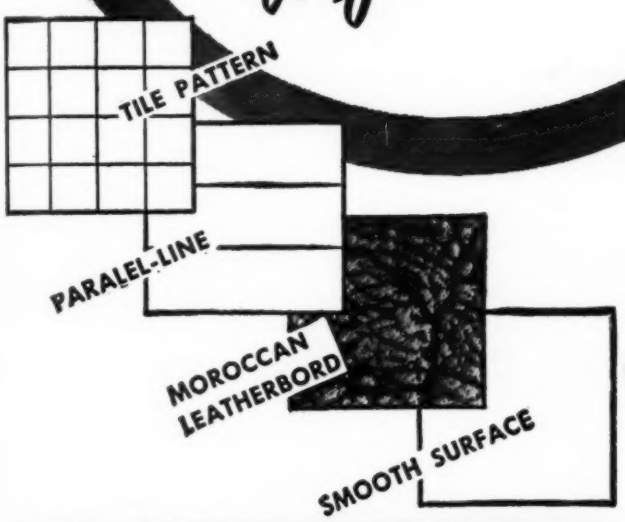
642—COMPLETE LINE OF REGISTERS, GRILLES, SCOOPS—36 page catalog includes section entitled "Outlet Sizing and Engineering Data," and describes new product called "Grille Cores." Complete line of products described includes a Deflectaire outlet series, ventilating grilles for doors and walls, residential grilles for wall and baseboard, and gravity heating series. Sizing and engineering data. Stewart Manufacturing Co., Inc., 610 Bloomfield Ave., Bloomfield, N. J.

(*Continued on page* 150)

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Wal-lite

DECORATIVE WALL BOARD



Because *Wal-lite* is a building material, we have directed our sales and distribution policies for the greatest possible benefit to Contractors, Builders and the Skilled Craftsmen in the building industry. That's why *Wal-lite* is sold through Lumber and Building Material Dealers exclusively.

This opens the door for you to have the first opportunity at getting the business that rightfully belongs to you.

Back of this is *Wal-lite's* high quality and beauty . . . essential requirements for easier selling and complete satisfaction to your customers.

Large Volume of Wall Panel Business to Continue

The pent up demand for new building and remodeling will continue and almost every job creates a use for *Wal-lite.* Kitchen and Bathroom jobs alone mean extra profits with *Wal-lite* Decorative Wall Board and its many other uses will pyramid into thousands of dollars of profitable business for you.



We'll Help You . . .

A quality product is the first step to successful selling and easier installing. *Wal-lite* has that quality . . . plus the beauty that creates desire to buy. *Wal-lite's* five basic colors and white are selected to meet at least 90% of your customers' preferences. Our fast delivery service assures ample supplies through your dealer and he can supply you with samples and literature that will help you sell the jobs.

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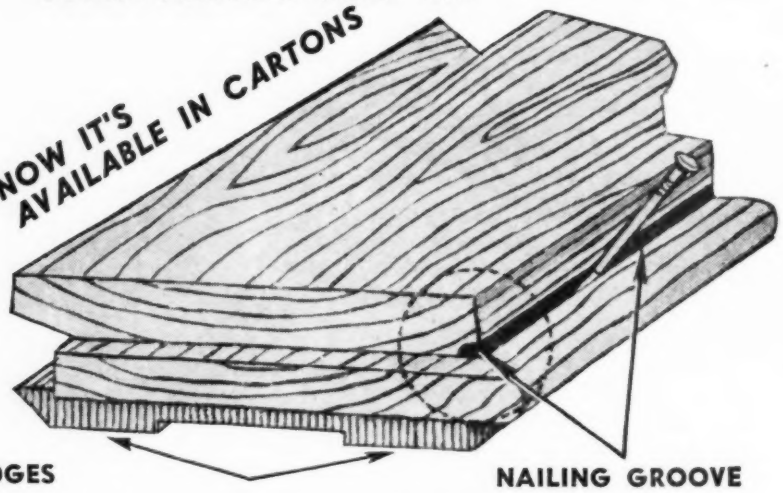
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FLOORING
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EASED EDGES **NAILING GROOVE**

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Teletype No. 26 **Mills: Laona, Wisconsin and Connorville, Michigan**

Behind The Mills—The Connor Timber Stands

Catalogs

(*Continued from page* 148)

643—COMPLETE LINE OF TOOLS—80-page catalog No. 20 issued by Red Devil Tools, Irvington 11, N. J., incorporates seven sectional divisions devoted to glaziers' and painters' tools, wood and other hand scrapers, paint conditioners, floor polishers, sanders and edgers, and hardware specialties and machines. Several "How-to-Use" pages.

644—"TEN WAYS TO HEAT YOUR NEW HOME"—24-page guide discusses all types of fuels, including solar energy, and all types of heating systems in popular use throughout the country. Illustrated with simple diagrams. Minneapolis-Honeywell Regulator Co., 2753 Fourth Ave. So., Minneapolis 8, Minn.

645—FARM BUILDING CONSTRUCTION DETAILS—Over a hundred detail drawings covering everything in modern barn building practices from concrete manger forms to laminated arch rafters are presented in clear, easy to follow drawings in "Farm Building Construction Book No. 116" issued by Starline, Inc., Dept. 116, Harvard, Ill.

646—RUBBER TILE—"How to Sell, Install and Maintain Wright Rubber Tile" is title of 24-page informative catalog issued by Wright Rubber Products Div. of Wright Manufacturing Co., 5205 Post Oak Rd., Houston 5, Texas. For distributors, dealers, architects, builders, contractors and building managers.

647—SCAFFOLDING—"Waco, The Scientific Scaffolding" is title of 12-page catalog issued by Wilson-Albrecht Co., Inc., 3565 Wooddale Ave., Minneapolis 16, Minn. All-steel, all-welded adjustable scaffolding for residential work is described and illustrated, as are new safety steel stringers and scaffold jacks.

648—TUBULAR STEEL SCAFFOLDING AND EQUIPMENT—Two-color catalog illustrates complete line manufactured by Bil-Jax, Inc., Archbold, Ohio. Included are specifications on maintenance trestles, ladders, ladder jacks, plasterers' scaffolds, high-tower and standard tower scaffolding, and wide variety of accessories.

SERVICE COUPON—CLIP and MAIL to CHICAGO

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are better because they have these unique advantages:



Improved Glazecoat finish...

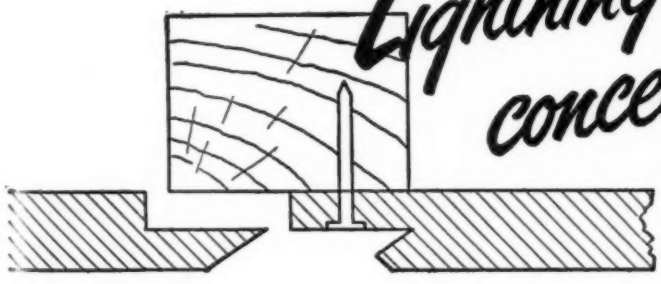
For years the Glazecoat finish on Johns-Manville Ceiling Panels and Wall Plank has helped to make these Insulating Board products pre-eminent in their field. Now, through research and development, J-M Panels and Plank are available with a new and improved Glazecoat finish that is smoother, harder, and more beautiful than ever. Accidental smudges easily removed with an ordinary art gum eraser.

Pre-decorated in soft pastel colors...



Beautifully finished at the factory in a variety of soft pastel colors, the materials require no further decoration. They are ready-to-use when installed, but may be painted if desired, with either oil or water paint. The Glazecoat finish eliminates the need of a primer.

Lightning Joint conceals all nails!

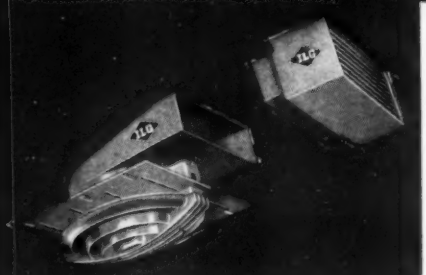


This J-M feature speeds alignment and offers the important advantage of concealed nailing. No exposed nailheads to mar the beauty of wall or ceiling. Beveled edges provide a neat "V" groove at the joints. Write for new brochure on J-M Decorative Insulating Board. Johns-Manville, Box 290, N. Y. 16, N.Y.

JOHNS-MANVILLE JM PRODUCTS

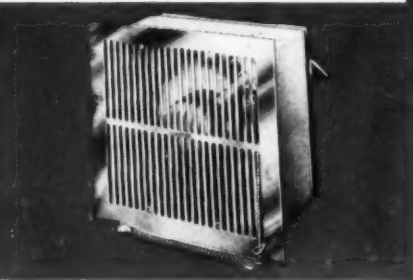
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REG. U. S. PAT. OFF.

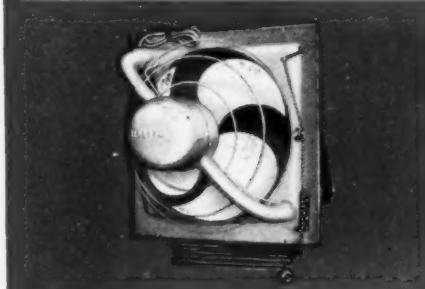
World's most complete line of
ELECTRIC VENTILATORS



New Ceiling Type
Locate in ceiling over range. Fully automatic operation from wall switch. Large capacity without sacrificing super-quiet operation. Popular 10″ size.

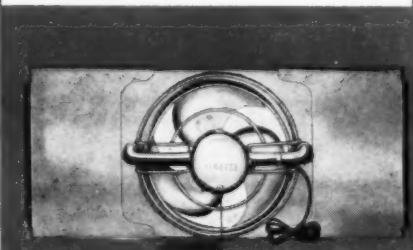
"Built-in" Wall Type
For installation in *any* outside wall. Either fully automatic or "pull-chain" operation. Easily installed. 8″, 10″ and 12″ sizes.





Package Type
For window pane or thin wall installation. "Pull-chain" operation. Large capacity . . . smooth running . . . super-quiet. 8″ and 10″ sizes.

Panel Type
For quick, easy installation in window frame. Requires just four screws and a few minutes work. 8″, 10″ and 12″ sizes.



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( ) Please send me FREE data on your complete line of Electric Ventilators.

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Executive's Name_____ Title_____

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City_____ State_____

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E. L. Randel Joins Red Cedar Shingle Staff

E. L. Randel has joined the staff of Red Cedar Shingle Bureau field representatives, according to an announcement from Bureau headquarters.

Randel is a native of Texas and will serve the association in the Gulf Coast and Southwest territories, including California. One of his main duties will be assisting lumber dealers merchandise red cedar shingles.

Apartments

(*Continued from page* 83)

eral Electric refrigerators and steel cabinets. Wedgewood ranges are provided. Stainless steel drainboards and counter tops are used. Bathrooms have 2,000 watt Thermidor heaters; floors are tile and tile is applied to height of 5 feet over tubs. Each bathroom has a built-in clothes hamper.

Each apartment has its own individual Payne forced air heater, thermostatically controlled, making it possible for tenants to set their own temperatures. An important feature is adequate storage space with sufficient room so that even trunks can be stored—right in the apartments.

Streets are paved, with roll curbs. All wiring is underground. Sunken garbage cans are provided. There are nine separate laundry buildings and also laundry facilities in some of the apartment buildings. Westinghouse automatic washing machines and Hamilton dryers are equipped with coin slots. The Telecoin Company collects the 25 cent pieces to cover rent and service on this equipment.

The Hillsdale apartments will cover more than 25 acres and comprise 39 two-story buildings plus garages, carports and laundry buildings. The buildings, of frame and stucco, are built on a reinforced concrete slab foundation. Lumber comes from the Bohannon timber tract and lumber mills in Northern California. Heavy redwood shakes are made in the firm's own mills.

The location is ideal—close to the Hillsdale station and to a main highway. The project is part of Bohannon's program for the development of 800 acres in this locality. More than 300 single-family homes in the $15,000 to $20,000 class have already been completed adjacent to the apartment site. A huge shopping center is in the planning stage and work is expected to start soon on the first units.

Powerful New Advertising Campaign To Help You Sell More and More BONDEX

Cement Paint



FIRST in a new series of BONDEX ADVERTISEMENTS

Actual size of above advertisement: 4 columns x 107 lines

BUILDERS
CONTRACTORS
PAINTERS
DECORATORS

You'll find your clients pre-sold on BONDEX... That's why this biggest and best BONDEX advertising program is important to you . . . because it will reach 85% of the families in the U. S.—over 100,000,000 readers each week. And it's now in full swing.

Packed with interest, full of "sell," these new advertisements will make it easier for you to "sell BONDEX" for your cement paint jobs.

RECOMMEND BONDEX—THE BEST-KNOWN CEMENT PAINT IN THE COUNTRY

And your customers will agree that it's the best cement paint, too! Remember, there's more BONDEX Cement Paint used than all other cement paints combined.

So, whether you want to preserve and beautify an exterior —or whether you want to keep walls dry—use BONDEX. You can be proud of your BONDEX jobs . . . and your clients will be proud of you because they know BONDEX.

THE REARDON COMPANY • St. Louis 6 • Chicago 9 • Los Angeles 21 • Bayonne, N. J. • Montreal 1

A BRAND-NEW ALE MAKER FOR YOU!



McKINNEY Forged Iron Cabinet Hardware KIT #77

—to tie in with the current trend of "more color in the home"—*this board displayed in your paint department is a sure sales stimulator!*

SPECIAL OFFER $51.00 Complete
IMMEDIATE DELIVERY

YOUR PROFIT-60%

YOU GET- ½ dozen of 18 different items of McKinney Genuine Forged Iron Cabinet Hardware—

	FOR FLUSH DOORS	FOR ⅞" OFFSET DOORS
Small knob	Throw Over Latch	Throw Over Latch
Large knob	Plate Latch	Plate Latch
Drawer pull	H Hinge	H Hinge
Heart Door Pull	H and L Hinge	H and L Hinge
Butterfly Hinge	6½" Heart Strap Hinge	6½" Heart Strap Hinge
Thumb Latch	8¾" Heart Strap Hinge	8¾" Heart Strap Hinge

(Regular price through Jobber of these items would be $54.50.)

- 12 additional items mounted (as shown above) on an attractive green Display Board. (This gives you an added bonus of $3.24 worth of merchandise).
- Also—a supply of consumer sales literature for counter or mail use.
- And—National Advertising to help build demand for McKinney Forged Iron Hardware.

A timely, practical merchandising idea for quick, easy, profitable sales of the authentic McKinney Forged Iron Cabinet Hardware.

Order from your Jobber—or send this coupon

McKINNEY MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 12, Pa.

Please ship through jobber indicated below McKinney Hardware kit or kits as checked:
#77 with Pastel Green Board at $51.00 ☐ #78 with Knotty Pine Board at $51.00 ☐

Firm Name

Address City State

Name (individual) Title

Jobbers (To assure prompt delivery, please list two jobbers.)

DETROIT PUBLIC LIBRARY

Builder-Salesman

(*Continued from page* 109)

are prominently posted on the bulletin board. Humorous names were given to the crews to add to the fun. Prizes consist of wearing apparel, gasoline, and other useful items. All men were provided with jockey caps.

During the week half the sales force is stationed at strategic points throughout the tract where they can keep incoming traffic in sight and talk to those who stop at the models; the other half is following up leads and creating new prospects. On Sundays all the regular force plus the dozen extra men are in the tract. The men are instructed to avoid any appearance of high-pressure work and not to be too abrupt in approaching prospects. Generally they do not accost them until they have gone through one of the models and perhaps have indicated their interest by some remark to a hostess or a friend. They make every effort to get the names of prospects. Failing that, they take their auto license numbers so that they can send literature. This is on theory that anybody who takes his own time to visit a housing development must have some interest in housing —now or later.

The company uses many methods to obtain leads for the men to follow during the week. When a salesman sells a house he goes to the reverse telephone book and gets the names and addresses of ten or twenty men in the neighborhood of the buyer and sends these people a return postcard offering them a free illustrated booklet entitled "How To Own Your Home The Easy Way." Each person who buys a home is asked to fill in a "Certificate For Nursery Stock" on which are spaces for the names of ten people who may be interested in buying homes—and the owner then is entitled to receive ten shrubs, trees or plants free. Later the same owner can earn a box of fine stationery imprinted with the name "Panorama City" by furnishing three additional names. These leads plus those secured on the tract keep the men busy during the week and result in many sales.

Another interesting procedure instituted by Burns is a careful investigation of all FHA rejects. He has found that frequently information about the resources of a family can be uncovered which will lead to acceptance by FHA after they had previously turned the applicant down. As a matter of fact, 31 separate sales have been saved in this manner during the last few months.

Johnson Industries INC.

RUBBER TILE

"For a Perfect Floor"



GIVES YOU

MORE VALUE PER DOLLAR

THAN ANY OTHER FLOOR

From the standpoint of wear, Johnson Rubber Tile is the most economical floor you can buy. It takes a beating other floors could not withstand, resists scuffing, denting, roughest usage... yet lasts practically forever, retaining its beauty all the time.

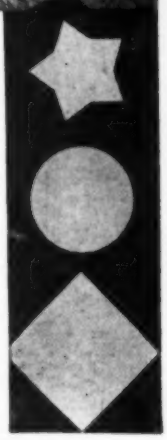


Unlimited patterns can be accomplished from the many charming plain and marbleized fade-resistant colors.

Resists stains, has no pores to catch dirt and grit, is easy to keep spotlessly clean.

Cushions and silences footsteps, lessens fatigue and weariness. Slip-resistant. Easy to apply.

Special features include diagonal tiles, and custom inserts, tiles with die cut centers, polka dots and stars which may be readily removed and other colors inserted.



JOHNSON GREASE-PROOF TILE

Impervious to ordinary grease, oil, petroleum, animal fats and citrus juices. Unaffected by ordinary acids and alkalies. Ideal for commercial kitchens, restaurants, industry, auto showrooms, bakeries, filling stations, etc.

Dealers Throughout America! Distributors!

A few choice territories still open. Write for details.

—OTHER PRODUCTS INCLUDE—

STAIR TREADS
VINYL PLASTIC SET-ON-BASE COVING
RUG CUSHION

Johnson Industries INC.

359 McPherson Highway • Fremont, Ohio

PLEASE SEND LITERATURE ON JOHNSON RUBBER TILE

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BOOK REVIEW



THE BUILDING ESTIMATOR'S REFERENCE BOOK,

by Frank R. Walker. Tenth edition, 1687 pages, illustrated, 4-⅛ inches by 6-¼ inches. With VEST POCKET ESTIMATOR, 220 pages, tables, 2-½ inches by 5 inches. Not sold separately. Frank R. Walker Company. $10.00

In any list of standard building books, as for example in the adjoining columns, certain titles are bound to stand out because their subject is important, their writing is clear, and because they speak with authority. Frank R. Walker's THE BUILDING ESTIMATOR'S REFERENCE BOOK is just the kind of superior volume we have in mind.

Mr. Walker said that he first published his book in 1915 to "stop guesstimating and start estimating." The fact that THE BUILDING ESTIMATOR'S REFERENCE BOOK (No. 1 in the next column) is today in its tenth edition is proof enough that Walker's work has for many years been accepted by builders and contractors the country over. However, on the off chance that there are still some construction men who do not yet know of the merits of the Walker book we would like to tell you a little more about it.

In the first place, the Reference Book covers estimating on all types of building from city skyscraper to country cottage. It tells exactly how to go about figuring accurate estimates from plans and specifications and, since each job is completely itemized in the book as to quantities of materials and labor hours, the estimator has only to insert local material prices and wage scales where they are needed. This method, by the way, is applied to all classes of construction. In this latest edition of the Reference Book special new estimating and cost data are presented for General Conditions and Overhead Expense; Plant and Equipment; Excavating and Back-Filling; Foundations; Concrete Floors and Walks; Plain, Reinforced and Architectural Concrete; Water and Damp Proofing; Concrete Masonry; Rough and Finish Carpentry; and Wall Board and Insulation. The volume's detailed cross-reference index in the back is not its least valuable asset.

As if all this were not enough, the author-publisher gives away free with every copy of his Reference Book a 2½ x 5 inch VEST POCKET ESTIMATOR of 220 pages containing estimating and cost data in condensed tabular form for ready reference. Mr. Walker says that the little book alone is worth its weight in gold. It would not surprise us at all if he were right.

SIMPLIFIED CARPENTRY ESTIMATING,

by J. Douglas Wilson and Clell M. Rogers. Fourth edition, 288 pages, illustrated, 4-¾ inches by 7-½ inches. Simmons-Boardman Publishing Corp. $3.00.

In all fairness, it must be pointed out that SIMPLIFIED CARPENTRY ESTIMATING (No. 2 in the next column) is designed mainly to provide the reader with the fundamentals of sound house carpentry estimating, whereas the Walker book sets forth actual estimating and cost data that can be employed directly by the estimator in a wide variety of construction work. Both are valuable books, both have their specific uses.

SIMPLIFIED CARPENTRY ESTIMATING also explains just how to take off a bill of materials from a set of blueprints and specifications. Then, after the bill of materials has been divided into separate parts, take off rules are given for estimating the quantity of materials needed for each part. In addition, the book provides the reader with an outline of simple arithmetic methods together with handy time-saving tables for accurate figuring.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

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4 men—3 days—Ready for Plates and Roof



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Walls Half Up—52 Man Hours



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2100 Sq. Feet Floor Space

Study these pictures. They make eye-popping evidence in support of Speed-Wall advantages. They reveal the swiftness with which floor, walls and roof, all Speed-Wall, were erected on the new Marinos Restaurant, Topanga Canyon Beach, California... Speed-Wall's greatest virtue is its sound engineering principle which results in great strength and ability to absorb vertical and horizontal stresses. Not a pre-fabricating method, exterior and partition Speed-Wall may be pre-cut, or cut on the job. Speed-Wall construction saves from one to two dollars per sq. ft. of floor space. Eliminates fire-blocking, studding, diagonal bracing, insulation, plaster and stucco. It is amazingly fire-resistant, has very high insulation and acoustical values. May be stained, varnished, calcimined or paneled... Speed-Wall is versatile in application. May be effectively integrated with other elements. Opens wide new field in architectural adaptation. Offers larger profits to builders! Write for free information!

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It's New! It's Practical! It's Economical! It's Amazingly Fast Construction! For tract development or single homes. Arrange now to handle this type of construction exclusively in your area.

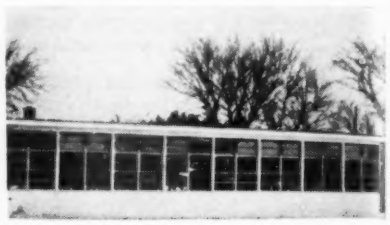
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SPEED-WALL INC.

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New School Design Affords Increased Natural Light

In keeping with modern principles of design, provision for an extensive amount of natural light



LIGHT, openness predominate new School District No. 50 building, near Ithaca, Neb.

has been made in a rural elementary school recently completed near Ithaca, Neb.

Fenestra intermediate windows, manufactured by the Detroit Steel Products Co., Detroit, Mich., were used on the building's solid window frontage.

The building was designed by Clark and Enersen, Lincoln, Neb., architects, and built by the Wilson Construction Co.

Aggressive Selling

(*Continued from page* 91)

sign problems. The Griffin slogan is: "The Firm That Sells 'Everything for the Home—But the Girl."

In addition to the main lumber yard, sawmill and millwork plant at Hudson Falls, a branch store in the main business section of Glens Falls stocks all appliances, wallpaper, paints and other home needs, along with lumber and millwork. A retail store and display room in the principal business section of Hudson Falls handles electrical and gas appliances plus a huge volume of liquefied petroleum business for that area. Coal, coke and fuel oil are handled in another separate establishment in Hudson Falls. A Branch office and small display room are maintained in Corinth. These display rooms and appliance stores were first established in the early thirties, and have proved eminently successful.

Present officials of the 100-year-old Griffin Lumber Co. are: L. B. Griffin, president and general manager; O. T. Griffin, vice president and manager of the Glens Falls store; Charles Kellogg, secretary and treasurer; M. E. Smith, sales manager.

In a nation-wide contest sponsored by Photoplay magazine last winter, the first award winner was presented with a completely furnished I-E house built under supervision of the Griffin Lumber Co. in Warrensburg, N.Y.

A GREAT FALL WINTER SPRING and SUMMER PROFIT MAKER!



The top storm section slides into position on metal guide strips attached to sides of window frame. Positioning clips hold storm section firmly in top position.

3 PIECE PONDEROSA PINE

SNO-FLY *Combination* STORM SASH AND SCREEN UNIT

IT'S — SO — SIMPLE — TO CHANGE — THE — SECTIONS TO — SUIT — THE — SEASON

— Service The Year Round —



The bottom storm section and the screen section are supplied with pull handles for easy handling and are held in place by coil spring and finger pull. May be locked by hook on sill.



ADVANTAGES

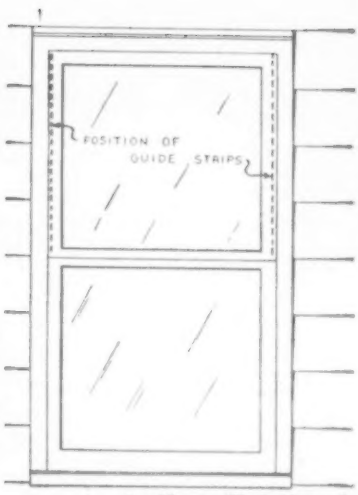
Easily and quickly installed from the inside of house while top sash of window is closed and bottom sash is fully raised. Stiles on top storm sash are grooved for metal sliding or guide strips which, with positioning clips, hold the top storm sash or section firmly in position.

THE UNIT CONSISTS OF

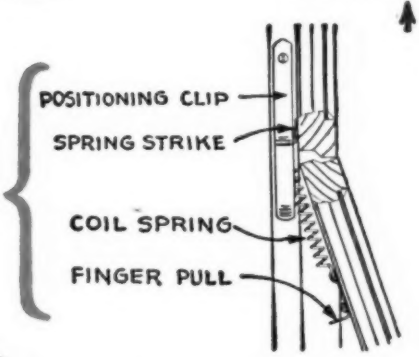
one Top-half storm section—one Bottom-half storm section—one bottom half screen section—and operating hardware.

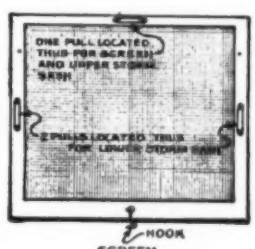
HARDWARE

All regular operating hardware is furnished including guide strips, positioning clips, spring strikes, coil springs, finger pulls, locking hook and eye and all nails and screws—Plus a pull (lift or handle) for top storm section, two pulls for bottom storm section and one pull for screen section. Ventilating adjuster may be obtained from local lumber dealer.



Above illustration shows top and bottom storm sections in position. No hardware is exposed or visible from the outside.





This illustration shows the screen section and also locates position of pulls on all three sections.

IT'S

CARRIED IN STOCK IN POPULAR MODULAR SIZES

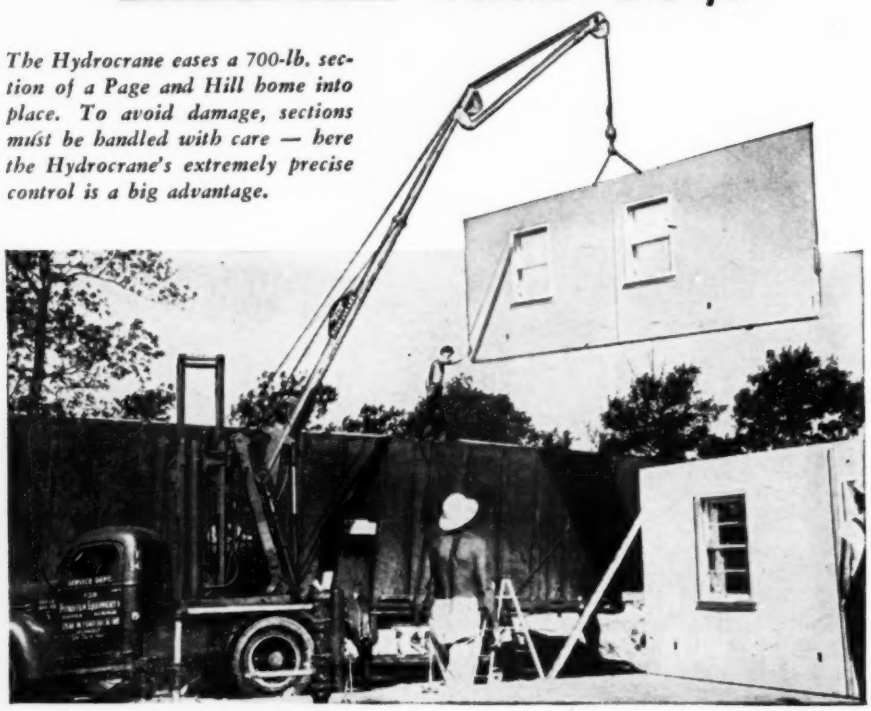
SEE YOUR LUMBER DEALER FOR COMPLETE DATA

RED-E-FIT ROT-PROOF -REZISTAL- TREATED

HUTTIG MFG. CO.
MUSCATINE, IOWA

HYDROCRANE CUTS PRE-FAB ERECTION TIME 60%

The Hydrocrane eases a 700-lb. section of a Page and Hill home into place. To avoid damage, sections must be handled with care — here the Hydrocrane's extremely precise control is a big advantage.



A TRUCK-MOUNTED Bucyrus-Erie Hydrocrane has cut the time for unloading and erecting pre-fabricated homes from 6 or 7 hrs. down to only 2½ hrs. — that is the experience of Petroleum Equipment Co., Milwaukee, Wis., sub-contractor erecting Page and Hill homes. Previously, a motor transport tractor equipped with chain hoist hauled sections from trailer to foundation. The tractor couldn't operate on uneven ground, and much of the heavy work still had to be done by hand.

Here's what the foreman said: "After a couple of hours of bulling these sections around, my men were completely shot. Now the Hydrocrane eases the sections into place; men just steady them. With the extension jib, the crane doesn't have to move an inch. *It's the sweetest rig I've seen for this work!*"

Petroleum Equipment also uses its fully hydraulic crane for steel erection, hoisting roofing material, digging house connections, setting oil tanks and for yard work. Hydrocranes are built in two sizes, 2-ton, ¼ yard and 3-ton, ⅜ yard.

BUCYRUS ERIE HYDROCRANE

BUCYRUS-ERIE HYDROCRANE DIVISION
SOUTH MILWAUKEE, WISCONSIN

FILL IN THE COUPON FOR FULL INFORMATION 50H49

BUCYRUS-ERIE HYDROCRANE DIVISION
SOUTH MILWAUKEE, WISCONSIN

I want the full story on the Hydrocrane

Name.....

Company.....

Address.....

City.....State.....

DETROIT PUBLIC LIBRARY

How Builders Sell . . .

(*Continued from page* 127)

other leading newspapers the following Sunday and drew over four thousand people on Sunday alone.

"The momentum carried for six weeks, and over twenty thousand people visited the home; and we realized over thirty home sales as a direct result. There was, of course, word of mouth follow through; and as a result, we have sold over 75 of the homes and are well ahead of completion.

"We are also attempting what we feel to be a change in real estate radio advertising. We have a five minute morning radio program scheduled to appeal to the housewife, which features a young lady with a deep speaking voice who is capable of delivering a successful sales message. She personalizes the 'home buy' of the day offering description, location, decorative details, cost, down payment and monthly payment. In addition to the direct selling, we also make requests for listings. We have been most successful in results—in sales and listings; and perhaps, best of all, in attracting new clients who have come to us after hearing the radio show. The vast coverage and more personalized contact with the public that radio advertising gives should be taken into consideration by builders and realtors contemplating advertising."

★ ★ ★

A BATTLE CREEK, MICH., builder describes these essentials:

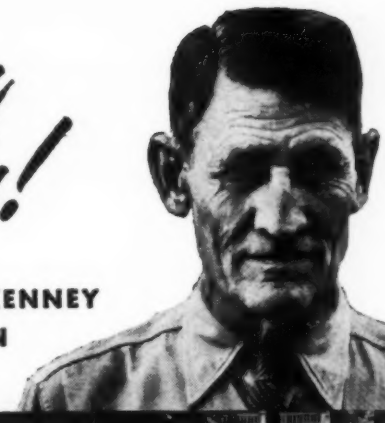
"In the first place, we feel it is most essential in selling a house for the salesman, himself, to be sold on it. He should be well versed in its many advantageous features and confident of his claims in talking about such things as the heating system, the weight and durability of castings, the capacity of the furnace in B.T.U.'s, plus the fact that it is properly installed; the savings realized because of proper insulation, the weather resistance of type of roofing used, the compact or convenient arrangement of rooms. In fact, each item has some outstanding feature or quality that makes it especially desirable, and which should be emphasized when talking to a prospective customer. This not only creates a natural desire for ownership, but builds up in the prospect's mind the fact that our salesman knows his business, understands what he is talking about and this is a very valuable result of the sales talk, having far-reaching effects.

"As for advertising, we use the daily newspaper, which we feel is

(*Continued on page* 162)

New American Super 8 Sander cuts more than Two Standard 8's!

SAYS BEN W. KENNEY
KANSAS CITY FLOORMAN





"We have just finished another day at the Lucerne Hotel where we have a 35,000 sq. ft. job.

"I just wanted to tell you about the performance we are getting with our new American Super Eight. We had a 55 gal. barrel completely full of dust in 3½ hours operation. We are using two standard eights in another part of the building and they are not cutting together as much as the Super 8. Some of these floors are extremely rough but no open coat nor diagonal cutting has been necessary. In fact, there is even little lapping. We have set the drum speed at 2600 r.p.m. and run continuously at this speed.

"Incidentally this fast cutting has been done with the new American Black Demon resin bond.

"Within thirty days I hope to replace five standard eights with five super 8's."





Ben W. Kenney, veteran floorman of Kansas City, Mo., started years ago as a horseman in Wyoming. Then he switched to floor sanding and has steadily expanded this business. Shown above is the line-up of American machines and equipment used by the Acme Floor Co., operated by Ben Kenney and Forest C. Kenney . . . a line-up that means *profit* for the floorman!

Get *twice the speed* . . . *lower costs*... and *more profit* in floor sanding with American's sensational new Super 8! Send coupon today for more details!

AMERICAN
FLOOR MACHINES

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

☐ Please send free description and prices on the new American Super 8 Floor Sander. No obligation.

Name _____

Street _____

City _____ State _____

DETROIT PUBLIC LIBRARY



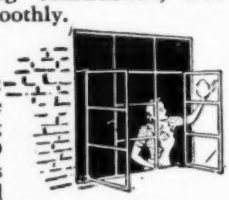
Build Economically WITH VENTO

STEEL WINDOWS

BUILDERS and home owners both appreciate VENTO quality. It's a line of steel casement windows that will bring you satisfied customers . . . and business-building prestige . . . for the years to come.



THE BUILDER likes to buy windows that are completely assembled, ready to install . . . that are sturdily constructed of heavy section steel to stand rigidly in position during construction, and finally operate smoothly.



THE HOME OWNER likes the moderate price and enduring beauty of VENTO Windows . . . less costly than wood construction, better in quality than most steel windows. Fine quality workmanship down to the smallest detail has real significance to the man making a "life-time" decision.

Other VENTO features are: heavier construction than other steel windows of comparable price; electrically welded throughout; easily installed screening or storm sash; roto hardware, and locking device.

Write for price list and catalog . . . today!

WINDOWS by VENTO

VENTO STEEL PRODUCTS COMPANY, INC.
247 Colorado Avenue
Buffalo 15 N. Y.

How Builders Sell . . .

(*Continued from page* 160)

necessary in order to keep our name before the public. Then for a special sales campaign, occasionally we put on an open house event, inviting the public and having representatives there to answer their questions. We feel this is quite inexpensive and a very satisfactory method of advertising. Furnace dealers, appliance dealers and representatives of stores handling linoleum, tile, etc., are always ready to cooperate in a program of this kind and we have found it profitable not only in making immediate sales but in building up the prestige of our company."

★ ★ ★

LOS ANGELES, CALIF., builder sells homes with these ideas:

"We had our decorating staff furnish one of our model houses in second hand furniture for less than $1,000. It turned out to be amazingly attractive and we advertised it in the local papers and circularized pamphlets by placing them in parked cars and in apartment houses in the vicinity of the project. Huge crowds were attracted and excellent results were obtained.

"A community playhouse, we believe, is the greatest sales idea that we have used and is a step in the right direction. It can be used on a project of 300 homes or more and consists of building a club house, swimming pool, baseball diamond, wading pool for the youngsters, barbecue, etc., for the exclusive use of home purchasers. Prorating the cost among all the houses, it would cost the builder not more than $100 per house which can easily be absorbed in the sales price. By properly advertising the idea, people come from miles around to see what it is all about. Complete facilities are free of charge to all property owners and a community organization is formed in which membership is also free to each home purchaser. We have learned that the association is able to collect small monthly dues and maintain its own facilities, or in some cases the county or city park departments accept the facilities and maintain same for a small charge, which is added to the tax bill.

"In addition to the sales angle, we believe that builders would be doing a fine thing for the community if they would install such facilities. It would be a great step forward in helping to keep the kids off the streets and in combating juvenile delinquency.

"We arranged with one of the in-

(*Continued on page* 164)

*61% OF NEW HOMES WILL HAVE DOOR CHIMES

Specify and Install

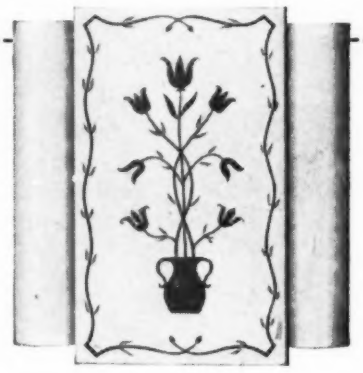
RITTENHOUSE Door Chimes

THE CHIMES THE PUBLIC KNOWS BEST

According to a recent survey published in June American Builder, 61%, or 6 out of 10 new homes will have door chimes. In door chimes, Rittenhouse is the name the public knows best. There are over a million Rittenhouse Door Chimes in use daily. There's a Rittenhouse Door Chime for every type home from cottage to mansion.

Our national advertising is telling millions of prospects about the complete line of Rittenhouse Door Chimes. Take advantage of this public knowledge and acceptance . . . specify and install a door chime that will be a plus value "extra" for you.

New—Kitchen Design



TULIP TIME

A gay new chime for the kitchen . . . the most friendly note of welcome yet! Colorful Pennsylvania Dutch design . . . a treat to eye and ear. Sounds two melodious notes for the front door, plus a single note for rear or side door. Easily installed on regular door-bell wiring and transformer. Size 7¼" high by 6¾" wide. Available with Ivory, Red, or Green tubes. Face of chime is ivory embellished with Tulip design in red and black. Retail price..... $4.95

Get the facts about the full line of Rittenhouse Door Chimes. Call your electrical wholesaler, or write to us for complete information.

*American Builder, June 1949

THE RITTENHOUSE CO., INC.
9 Owen St. • Honeoye Falls, N.Y.



Your buyers can see the difference at a glance

the SCHLAGE "Long Backset"*

First impressions—acceptance—sales for your houses start at the front door, even before the prospect sees the interior.

The Schlage "long backset" is different—individual—exclusive. It permits placing the lock 5" away from the door edge—allows the use of large, eye-catching escutcheons—gives distinction to the entrance of *any* house.

Would you like to see the *lift* the "long backset" can give your homes? An attractive brochure illustrates new designs and entrance doors. Write Schlage Lock Company, 2201 Bayshore, San Francisco 19, California.

SCHLAGE®

SCHLAGE LOCK COMPANY

SAN FRANCISCO • NEW YORK

Royo Design "A" Lock installed with Sierra Escutcheon

* **"Long Backset"**—*formerly used only in luxury homes—now available in Schlage's standard residential locks—competitively priced. The same proven Schlage mechanism—the same simple Schlage installation.*

IT'S EASY TO PUT SPARKLING NEW BEAUTY IN BATHROOMS

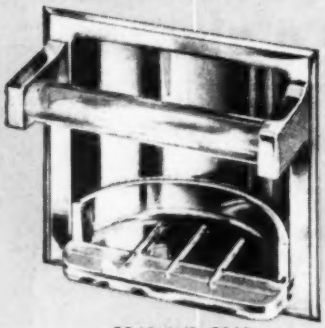


TOWEL BAR NO. 192

HALL-MACK
*TRADE MARK REG. U.S. PAT. OFF

Crystalcrome

With its tasteful designs that combine lustrous chrome on solid brass with clear, sparkling crystal, Hall-Mack Crystalcrome adds a dramatic new touch to bathroom styling. It is fast becoming the choice of more and more architects, builders and contractors for fine bathroom accessories...accessories that are *new* in appearance, *new* in design, *yet made for a lifetime of practical daily use.*



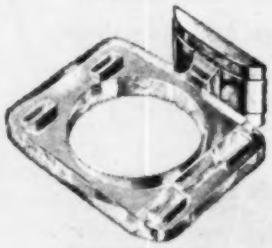
SOAP AND GRAB NO. 165

Crystalcrome Accessories are available for all bathroom needs, from towel bars, soap dishes and paper holders to shelves, robe hooks, and toothbrush holders—and in regular wall and recessed types. If you have not received your copy of the new Crystalcrome Catalog, *write today.*



ROBE HOOK NO. 181

Crystalcrome Accessories are a part of the complete Hall-Mack line. Standardize on Hall-Mack—and know that in *one line* you can find accessories and cabinets that meet your most exacting requirements whether you're planning a millionaire's mansion or a low-cost housing project.



TUMBLER AND TOOTHBRUSH HOLDER NO. 130

HALL-MACK COMPANY

1344 WEST WASHINGTON BOULEVARD, LOS ANGELES 7, CALIFORNIA
7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS

How Builders Sell . . .

(*Continued from page* 162)

surance companies to put group insurance into effect for the amount of the mortgage, to cover all purchasers in our tract. We gave them the first year's premium which cost around $60, and the mortgage was paid for the purchaser in case of death or total disability. In case of sickness or accident, the payments would be paid for a specified length of time. It was at the owner's option if he wished to continue the insurance after the first year. Strangely enough, this idea did not have any special sales appeal and we discontinued it. It seems that the public is more interested in seeing tangible values, although personally we feel that the insurance deal was a fine thing."

★ ★ ★

CRANSTON, R.I., builder says, "I tell people that during the course of a lifetime, they purchase three or four automobiles and if they figured out the loss and depreciation that they take on them, they could well afford several homes instead of just one.

"I also tell them that buying a home gives them and their family security, happiness and also a good estate to leave at their death.

"I also tell them what a wonderful feeling it is to own, instead of rent a place in this wonderful country of ours.

"I ask them why they even consider renting a home, when they can purchase one at a monthly payment which is no larger than their present rent. Should it be more, I show them exactly what amount of the payment is applied towards their principal on the mortgage, which proves to them that the interest, taxes, fire insurance and water does not amount to as much as their rent payments.

"I also tell them that they save their earnings and place it in a bank, the bank in turn, loans it to other people to enjoy and own their own home and give them security, so why not take their money and buy a home for themselves.

"I also tell them that they buy life insurance for protection and that the life insurance companies use their money and build homes and apartment projects and also loan it out on mortgages. Thus if they trust the companies to loan out their money as mortgages on real estate, why isn't it safe for them to invest it themselves in a home of their own.

"Also, that no matter what happens in this country, or any other country, whether there are good times or bad, or should the value of money change in this country, the

(*Continued on page* 166)



MEMO TO BUILDERS:

New Sound Film

"Install it right...with Marlite"

Now Available for Installation Training

30-MINUTE SOUND SLIDE FILM COVERS EVERY STEP IN CREATING BEAUTIFUL MARLITE INTERIORS

. . . One good Marlite installation can get you ten!

It's new, ready to help you . . . the most practical training film you have ever seen! Step by step, in simple clear-cut pictures and dialogue, you'll see the correct Marlite application procedure for *every* kind of beautiful interior—in homes and all types of commercial installations. See how one customer-pleasing Marlite installation can lead to 10 more!

You'll want to see the film . . . So write us direct for complete information. We'll tell you about plans to enable you to see this program in an enjoyable and profitable meeting. Simply address Dept.1003, MARSH WALL PRODUCTS, INC., Dover, Ohio, Subsidiary of Masonite Corporation.

PREVIEW
of a few high lights

- The Job-Builder
- Proper Tools
- Start The Job Right
- Wall Preparation
- It's Easy When You Know How
- Tricks of the Trade
- The Complete Installation

® Marlite

PLASTIC-FINISHED
WALL PANELS



There is available a Fully Guaranteed hollow core flush door The PAINE REZO

T. M. REGISTERED

Made entirely of wood, by the world's largest producer of flush doors, this resin-bonded trouble-free door with the patented construction has been time-tried and time-proved by over three million installations in buildings of every type from coast to coast.

Rezo doors are now available to all dealers.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

ESTABLISHED 1853

How Builders Sell . . .

(*Continued from page* 164)

only thing that keeps its value is real estate.

"I also tell them that since the world has been created, men have fought for the privilege of being free and also for the security of their homes."

★ ★ ★

AN ALBUQUERQUE, NEW MEXICO, builder relates these experiences:

"The most successful selling method that I have found is newspaper display advertising, wherein an illustration of house with floor plan is displayed and with full detail as to price, down payment, FHA commitment, etc.

"Fundamentally, however, I believe that successful selling starts back at the beginning, which takes in such things as desirable location, restricted neighborhood, honest and faithful construction.

"Another fundamental, I think, which goes a long way in the successful selling of houses is judging the market. I believe we have definitely filled to a large extent the market for larger and higher priced homes. At the present moment I am starting a low-cost housing operation involving some 125 four room houses that I am going to be in a position to build and sell for $6,975. These houses will have $6,000 FHA commitment. They are of masonry construction, using pumice blocks, have flat roofs, with overhang, hardwood floors, a floor furnace and a carport."

★ ★ ★

MAGNA, UTAH, builder lists six points in selling homes:

"(1) We set up a model house in each subdivision fully decorated; adhere to its specifications and use the same fixtures and features in the rest of the subdivision so as to avoid any misunderstandings with future buyers. Progressive stages of construction are also pointed out to show sound building.

"(2) Our newspaper advertising is not misleading or exaggerated. Items listed in our advertising are: Footage of house; brick or frame; basement or basementless; With or without garage; number of rooms specifically stated. Down payment, monthly payments and complete loan costs. This eliminates many unqualified buyers and ill-feeling among misled veterans angered by unscrupulous advertising.

"(3) Our selling organization consists of a few of our regular tradesmen, carpenters, plumbers, painters,

(*Continued on page* 168)

farmers, homebuilders and industry are asking for lumber that's









build with lumber that's



Farmers use "PENTA"-protected wood for barns, hen houses, culvert bridges, and fence posts.

Homebuilders appreciate and want "PENTA"-treated wood because it safeguards their investment. Also, "PENTA"-protected wood can be obtained with a water repellent which increases the wood's dimensional stability and its resistance to check.

In industrial and commercial building, the lower maintenance cost, longer life and greater salvage value of "PENTA"-treated lumber is becoming increasingly important.

PENTAchlorophenol is the chemical that protects wood from decay and termites. Build with "PENTA"-treated wood and add to your reputation as a quality builder. Build with "PENTA"-treated wood and build greater customer satisfaction.

For information about where to get "PENTA" solutions and "PENTA"-protected lumber, write Dow, Dept. PE 39A.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW
penta-
chlorophenol



Two jobs finished for the work of one . . . and both done right. Perfect window operation and better weather protection in one piece of equipment. Entirely eliminates pulleys, cords, weights and box frames. Master No-Draft Sash Balance—permanent, time-proven and trouble-free—saves labor, time and money. Can be installed quickly and easily. This is the modern way to counterbalance and weatherstrip *all* double hung windows—old or new.

Acting as a perfect weatherstripping for both sides of a window, Master No-Draft Sash Balance will automatically adjust itself to any amount of shrinkage or expansion in the wood.

The unit is made of highly tempered, rust-proof metal for long enduring service. Correctly tensioned springs give upper and lower sash perfect balance and easy fingertip operation.

Runways are completely metal covered and require no painting, (of course, cross members should be installed). Double contact prevents any rattle when windows are open.

The Master No-Draft Sash Balance gives a neater appearance to all windows and makes a more weather-tight window. Nothing to wear out or cause trouble.

SEE OUR CATALOG IN SWEET'S 17/5a

MASTER METAL STRIP, INC.
1720 N. Kilbourn Avenue
Chicago 39, Illinois

MASTER NO-DRAFT SASH BALANCE
Please send me, without obligation, complete information about Master No-Draft Sash Balance.
Please send detailed literature at once.

Name.....
Title.....
Address.....
City.....Zone.....State.....

DETROIT PUBLIC LIBRARY

How Builders Sell . . .

(*Continued from page* 166)

etc., who are selected and trained to meet prospective customers, and tell them what a nice job they are doing on our houses; thus we get the prospects talking with one another and feeling free to ask anything pertaining to quality and structural soundness of the house. You can readily see we are never without a salesman, and people feel that they are not being pressured by a salesman.

"(4) Meeting personally as many prospective buyers on the subdivision as possible and spending enough time with each to create a feeling of sincere interest in his housing needs.

"(5) By far the best help comes from sending a definitely interested and qualified prospective buyer to a previous customer for verification.

"(6) At the time the contract is to be written, which I do personally, I request that any questions about extras or changes be discussed then, to be certain the expense is within the buyer's understanding. A record of these items is then made before the contract is signed.

"Being sincere in the building and selling profession is the basis of these points."

★ ★ ★

George Halvorsen Named Westwood Sales Manager

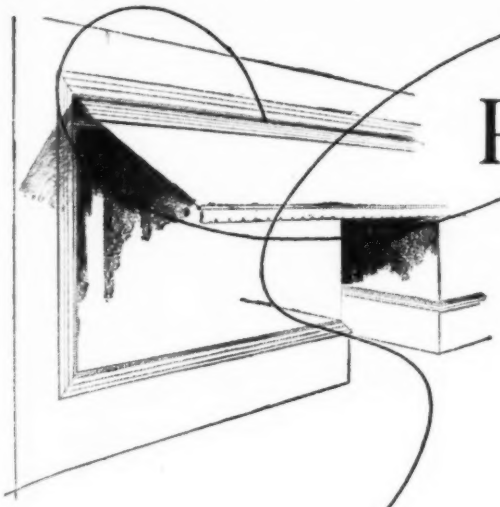
Appointment of George Halvorsen to the position of general sales manager was recently announced by the Westwood Manufacturing Co., Los Angeles.



GEORGE HALVORSEN

Halvorsen, who has been active in the builders hardware industry for a number of years, recently left the Schlage Lock Co., San Francisco for which he had been assistant sales manager and had also served in sales, advertising and production posts. From 1939 to 1942 he was in Chicago as Midwest district sales manager for the San Francisco firm.

Sales of all Westwood products will be under his direction.



Pittco Awning Bars·

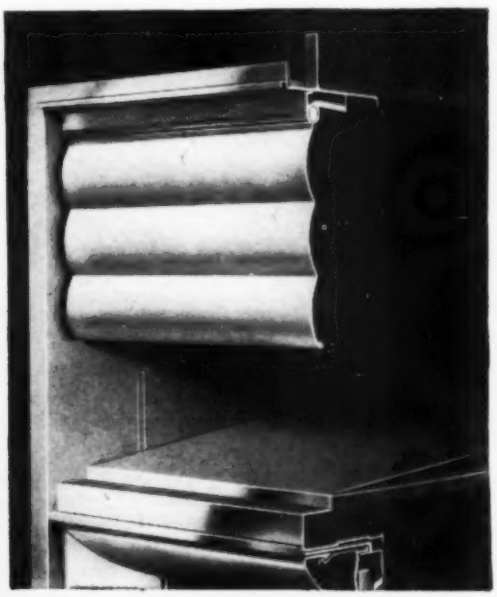
- Modern styling
- Sturdy construction
- Smooth operation

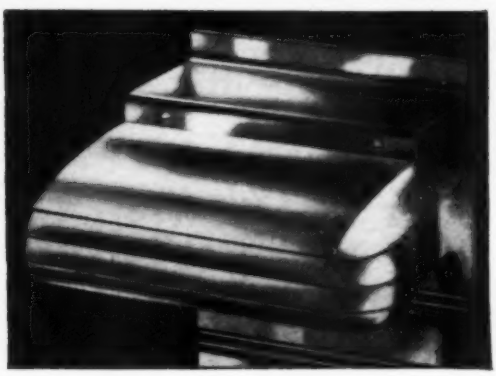
● Pittco Awning Bars are the best that modern engineering skill, artistic taste and quality material can produce. They can be used with all types of awnings, and are adaptable to a wide variety of store front designs.

The extrusion method of producing Pittco Awning Bars assures utmost rigidity, clear, sharp profiles, and the rich, satin-smooth finish that indicates top quality.

Pittco Store Front Metal is available through all Pittsburgh branches and through leading glass jobbers from coast to coast. They will gladly advise you on the selection and installation of the proper Pittco Metal members for any application. Behind every Pittsburgh product and service, Pittsburgh research is constantly striving to help you solve architectural and building problems encountered in the field.



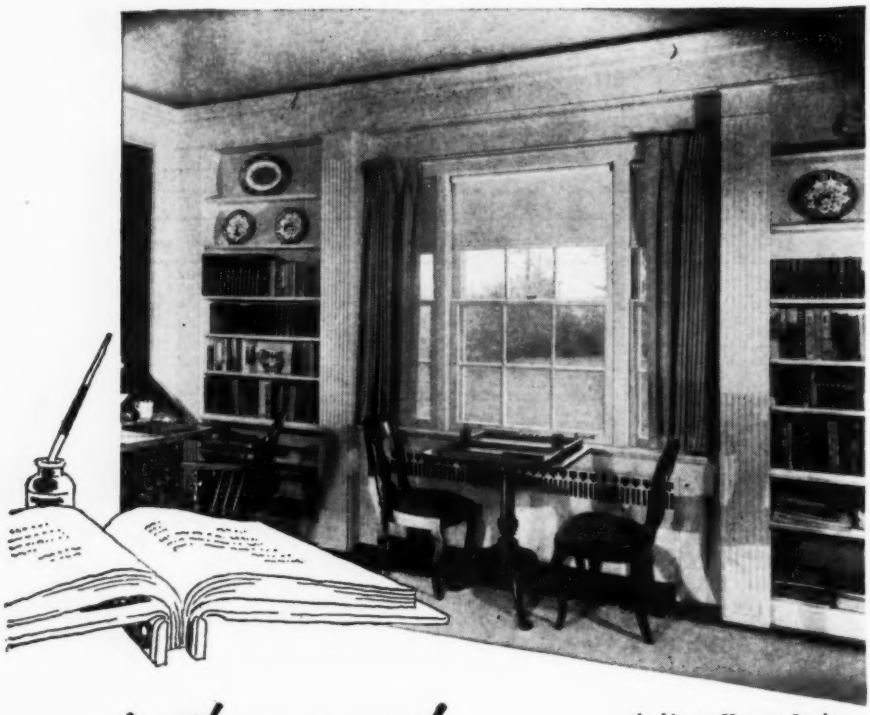




PITTCO STORE FRONT METAL

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY



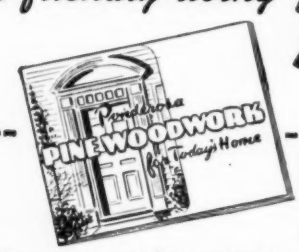
Architect—Herman Lackner
Winnetka, Ill.

in the record of experience... WOOD windows prove their superiority!

EXPERIENCE—owner-experience in thousands of houses—has proved wood an ideal material for windows. For wood, with its natural insulating qualities, keeps rooms more comfortable by retarding the passage of heat and cold. Wood discourages condensation and frosting... wood provides an excellent bonding surface for all finishes... lastingly holds any decorative treatment.

EXPERIENCE, too, explains the widespread preference for windows of Ponderosa Pine. Easily workable, Ponderosa Pine permits precision construction in stock-design windows. This same workability, plus a wide selection of sizes and designs in *all* window styles, affords you unlimited fenestration planning. Ponderosa Pine windows are available toxic preservative treated in accordance with tested standards—added protection where staining, decay, insect attack or humidity are problems.

for friendly living Ponderosa Pine WOODWORK



Send for your copy of this new book!

"Ponderosa Pine Woodwork for Today's Home" is a profusely illustrated booklet showing Ponderosa Pine windows, doors and other woodwork in actual room settings. Many illustrations are in full color. You'll find it worth while to keep a copy in your file as a source of ideas. Mail the coupon—there's no cost or obligation.

Ponderosa Pine Woodwork
Dept. SAB-10, 38 South Dearborn Street
Chicago 3, Illinois

Please send me a copy of "Ponderosa Pine Woodwork For Today's Home" (Please print)

Name.....

Address.....

City.....*Zone*.....*State*.....

MONTHLY REVIEW

(*Continued from page 67*)

Slum reform provisions, tightening of zoning laws, fire prevention regulations, and elimination of nuisance fees are some of the other and equally important sections of the new code. A board of building standards and appeals has been established by city charter provision to administer and interpret the new code. The building commissioner becomes the top code enforcement officer with a greatly expanded staff of inspectors to aid in enforcement.

Dayton Builders Sponsor Conference on Housing

The Miami Valley Regional Housing Conference, the first of its kind to be held in the section, has been scheduled for Oct. 19 at the Miami Hotel, Dayton, Ohio, under the sponsorship of the Montgomery County Builders Association.

Frank W. Cortright, NAHB executive vice president, will open the meeting with a luncheon address. During the afternoon there will be panel discussions on various phases of building. Closing the activities will be an evening banquet, for which another prominent speaker will be engaged.

The association is making an intensive effort to create interest in the conference among chambers of commerce in Miami Valley cities.

The Montgomery County group's first fall general membership meeting was held Sept. 13, with the Land Title Guarantee and Trust Co. as sponsor.

The program will include a film entitled "The Story of a House" and movies of the April Builders Show taken by an associate member, George Zinner. There will be a panel discussion on "Heating the Low-Cost House."

Public Service Release Explains Verbal Contracts

A verbal contract to build a house, when made in connection with a written contract to purchase land only, cannot be held as legally binding, according to a public service release issued by the Chicago Metropolitan Home Builders Association.

Advising the public against the practice of entering into such verbal agreements when purchasing land for residential building purposes, the bulletin emphasized that the agreement to build must appear in the purchase contract.

The purchaser was also advised to make certain that price, full plans and specifications, time house is to be built, and other pertinent details are outlined in the purchase contract.

Texas State Conclave Held in Houston

Representatives of all Texas chapters met recently at the Shamrock Hotel, Houston, in the regular fall conclave of the Texas Home Builders Association. E. P. Lamberth of Dallas is president of the state group.



Delivers When Other Trucks Can't!



FOR NORMAL HIGHWAY HAULING, conventional 2-Wheel-Drive Trucks, 118" wheelbase, give exceptional economy on gas, oil and tires . . . built to stand up and take it through years of satisfactory service.

All 'Jeep' Trucks have functional bodies with wide-opening hoods—high clearance fenders that make wheels easily accessible—protected headlights. Roomy cabs with comfortable seats—arm rests—extra deep windows with vent wings—pushbutton latches. Available in pick-up or platform-stake models.

Here is the truck in the light-duty field that hauls loads through to the job when tough going halts ordinary trucks. Four-wheel-drive traction makes the difference!

The sensational 4-Wheel-Drive 'Jeep' Truck hauls a full one ton payload off the road through deep-rutted mud, loose sand or gravel, over ice and snow. It climbs grades up to 48%. Six forward—two reverse speeds provide the right gear ratio for all road and load conditions.

With "go-anywhere" performance you get the economy of low weight (5300 lbs. GVW and 118" wheelbase) along with easy driving maneuverability. Buy this great truck at your Willys-Overland dealers —at terms that suit you best.

4-WHEEL-DRIVE 'Jeep' TRUCKS Cut Hauling Costs

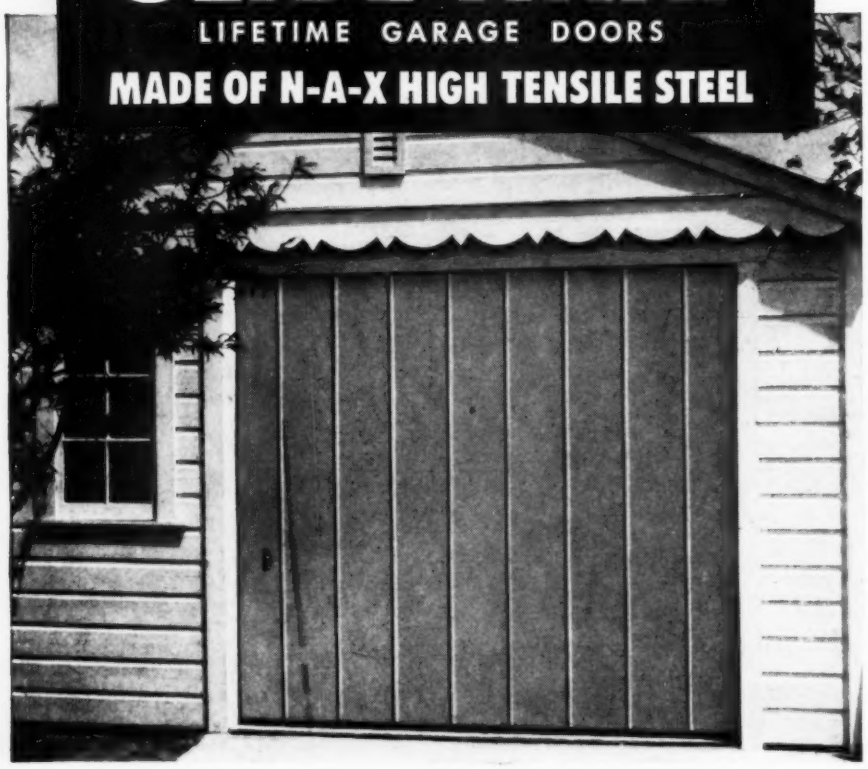
WILLYS-OVERLAND MOTORS, TOLEDO 1, OHIO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES

It's Easy to Sell the Door Home Owners Want!

GLIDE-AWAY

LIFETIME GARAGE DOORS

MADE OF N-A-X HIGH TENSILE STEEL



THE ONLY DOOR WITH *ALL* THESE ADVANTAGES:

"Glide-Away" is the *only* overhead-type garage door made of N-A-X High Tensile Steel for 50% greater resistance to distortion and denting, and 4 to 5 times greater resistance to rust and corrosion. And look at the other features: One piece, all-welded construction for extreme rigidity. Edges are completely flanged to eliminate all sharp surfaces. Full recessing with only 2½" of headroom required. Space-saver, jamb-type hardware that provides smooth, gliding action without sacrificing interior space. Distinctive jamb-aligner and weather seal that assures perfect closure even for out-of-plumb openings; and easily-adjusted, spring-balanced mechanism that provides effortless operation. Yes, "Glide-Aways" are just what home owners want, because they're built for a lifetime of trouble-free service, good looks and utmost protection.

DESIGNED FOR QUICK, FOOLPROOF INSTALLATION

"Glide-Aways" are so simple to install that anyone can do it quickly and without special tools. Standard sizes include the popular 8′ 6″ x 7′ door for wide, late model cars, in addition to 8′ x 7′, 8′ x 7′ 6″ and 8′ x 8′. Double size is 16′ x 7′. Special sizes available up to 16′ wide by 8′ high. Prices are competitive.

STEEL DOOR DIVISION
STAMPING PRODUCTS AND MFG. CO.
628 E. FOREST AVE. • DETROIT 1, MICH.

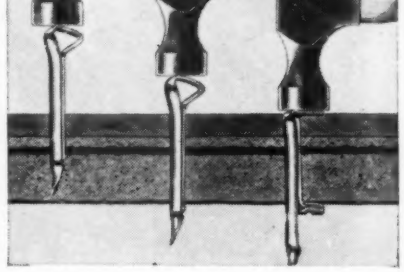
Stamping Products and Mfg. Co.
Steel Door Division
628 E. Forest Ave., Detroit 1, Mich.
Please send detailed information on "Glide-Away" Garage Doors.
I am a ☐ Builder, ☐ Dealer, ☐ Prospective Buyer
NAME_____
ADDRESS_____
CITY_____ STATE_____

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Self-clinching Nail Proves Money Saver for Fastening To Non-Wood Sheathings

ES-NAILS, the new type of fasteners for attaching wood, asbestos, or asphalt shingles to gypsum and insulating sheathing, are proving to be valuable time and money savers for builders all over the country. Recently, arrangements were completed so the manufacturer now has nation-wide distribution. The supply of all sizes and types is plentiful.

The fastener is made from a strip of sheet metal, channeled at both ends and bent around a triangular arbor



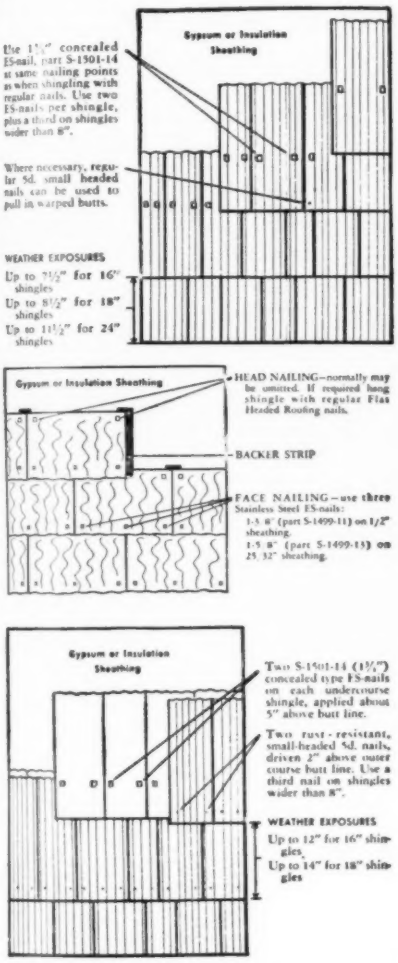
CROSS section illustrating the locking action of ES-nails. Maximum holding power is obtained when locking foot opens immediately behind gypsum sheathing or deep within insulating sheathing board

to form the head. The outer leg is longer, has a sharp point at its end, and serves as the driving leg. This leg sheathes and protects the slightly shorter inner leg, which operates the locking mechanism. During manufacture, a small V-shaped tab on the inner leg is forced into a slot in the driving leg, thus providing the necessary hinge for the clinching or locking foot. The nails are made in two general types: the concealed nail, of zinc-coated carbon steel, for use at nailing points covered by a succeeding shingle course; and the exposed type, or face nail, of non-rusting, stainless steel, for use at visible nailing points.

When the ES-nail is driven into the material the action of the clinching foot comes into play as the last blow of the hammer collapses the triangular head against the face of the shingle. Simultaneously, this flattening of the head, by a simple lever action, causes the locking foot to swing to a 90-degree angle and be drawn up behind the sheathing material. In this way, the self-clinching operation is automatic. No particular skill or unusual care is required on the part of carpenters for positive attachment of shingles.

Two lengths of concealed nails and two lengths of face nails in the ES-nail line fulfill requirements to attach wood, asbestos, or asphalt shingles to gypsum and insulating sheathing. Concealed nails are made in 1⅜ and 1¾-inch lengths; exposed, or face nails, in 1⅜ and 1⅝-inch lengths.

ESNA emphasizes the fact that "ES-nails are a special nail for a special purpose," and points out that



DETAIL showing correct application technique using ES-nails for fastening wood shingles or asbestos shingles to non-wood sheathings. Chart at top is for single course wood shingles; second chart is for double course wood shingles and third for application of asbestos shingles

best results are obtained when the proper length is used for a specific application. This is so because maximum holding power is provided when the locking foot clinches deep within, or just behind, the sheathing material. The following chart lists the ES-nails recommended for specific applications—all, of course, on gypsum or insulation board:

1. For wood shingles on ½-inch or 25/32-inch sheathing, either single coursing or double coursing: 1¾-inch, concealed type.

(*Continued on page* 176)



New Infra-Red Dried Dua-Laps have a *harder finish* . . . the *most beautiful, uniform coating* you've ever seen.

Dua-Lap Red Cedar Stained Shingles come to you pre-stained, thoroughly dry. They save time on application. Butted, squared, tapered perfectly for easy application, DUA-LAPS cover more area with fewer shingles, fewer nails and less labor because they can be laid with full 12" or 14" exposure. Ten colors.

Every inch of Red Cedar Dua-Laps contains millions of tiny air cells that seal out cold and heat, seal in room comfort. They withstand extreme temperatures without loss of insulation value, beauty or structural strength. Double coursing is the answer. Dua-Laps offer luxurious, deep horizontal shadows that give old and new homes that rich, "wide siding" effect at substantial savings. Use Dua-Laps on your next job.

Write for free color folder
and name of nearest Dua-Lap dealer

American
STAINED SHINGLE CO.
GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.
COLUMBUS 8, OHIO

6 reasons why you should install

FLOR-EVER has the easiest upkeep—Its smoother, non-porous surface doesn't absorb dirt. It's spot-, stain- and alkali-resistant, grease- and water-proof. The mere swish of a mop leaves it sparkling-clean.

FLOR-EVER adds charm and beauty to every home—quiet and resilient to the step—it comes in a whole rainbow of bright, fade-resistant colors that go right through to the backing—blend well with all decors.

FLOR-EVER is economical—outwears other floor covering in the same price range.

FLOR-EVER is easy to install—it comes by the yard for quick, inexpensive installation. Create your own decorative patterns by using feature strips and borders.

FLOR-EVER is made of Vinylite Brand Plastics—a famous trademark teamed with products of outstanding success—a trademark advertised to the tune of millions of messages each year.

FLOR-EVER is nationally advertised—prospective home-owners see FLOR-EVER's full color national campaign in these key magazines—Better Homes and Gardens, American Home, House Beautiful, House & Garden, McCall's, Good Housekeeping and The Saturday Evening Post.

Flor-Ever®
Vinylite PLASTIC FLOOR COVERING

Guaranteed by Good Housekeeping

in the homes you build

DELAWARE FLOOR PRODUCTS, INC., WILMINGTON 99, DELAWARE

New York Showrooms: 295 Fifth Avenue

Also manufacturers of Del-Ware Kolorflor (plastic surfaced) and "Duralin" Enamel Floor Covering

STRONGER, MORE DURABLE GARAGE DOORS AT LOW COST

...Installed by Thousands of Builders Every Month





Save Money 3 ways!

1. **LOW FIRST COST**—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's greatest garage door value!

2. **LOW INSTALLATION COST**—one piece construction and packaged hardware make this the easiest of all doors to install. No "factory-trained expert" needed.

3. **LOW MAINTENANCE COST**—as the result of rugged all-steel construction, galvannealing, and Strand dependability. Your customers will be happy with their Strand Doors!

Your customers are quick to appreciate the advantages of this "best seller" among garage doors:

The strength and durability of steel—that can't sag, warp, rot or shrink. Uniform steel sheets are milled to exact specifications—there's no absorption of moisture as with some other materials; the weight remains the same in wet or dry weather; this assures uniformly easy operation.

Strand Doors are sturdily built to meet conditions of shipping, delivery and handling. Welded construction is a feature—no screws or bolts to work loose.

These doors are galvannealed for rust resistance with a heavy galvanized zinc coat, plus high-temperature heat-treating that assures an excellent base for paint, without special priming coat.

There are 2 types of Strand Doors for 8′ x 7′ opening—Receding (track) and Canopy. Also a Double-Garage Door (Receding type only) that fits 16′ x 7′ opening, unobstructed by center post. Order from your dealer, or



Welded All-Steel 1-Piece Leaf



Welded All-Steel Braces



Welded All-Steel Frame



Galvannealed-Rust Protected

A Fenestra BUILDING PRODUCT

MAIL COUPON FOR INFORMATION AND DEALER'S NAME

ALL-STEEL • GALVANNEALED • OVERHEAD

STRAND GARAGE DOORS

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. **AB-10**, 2250 E. Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors, for 8′ x 7′ and 16′ x 7′ garage openings.

I am a ☐ Builder ☐ Dealer ☐ Prospective Owner ☐ Other

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USF HOLLOW STEEL DOORS and FRAMES

The choice of wise investors

Cost less TO INSTALL!
Cost less TO MAINTAIN!
Outlasts THE BUILDING ITSELF!

for
- HOUSING PROJECTS
- SCHOOLS
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Prompt Delivery Anywhere in U. S. A.

Write for DESCRIPTIVE BULLETIN

UNITED STEEL FABRICATORS, INC.
WOOSTER, OHIO

1949 Housing Act Explained

The Housing Act of 1949 is explained in detail in a 30-page booklet, "A Handbook of Information," recently publised by the Housing and Home Finance Agency.

Operations authorized under the various provisions of the act—slum clearance, public housing, farm housing and housing research—together with a summary of the act itself are included in the pamphlet.

Copies may be obtained from Government Printing Office, at 15 cents per copy.

Self-clinching Nails

(*Continued from page* 173)

2. For asphalt shingles on ½-inch sheathing: 1⅜-inch, concealed type.
3. For asphalt shingles on 25/32-inch or 1-inch sheathing: 1¾-inch, concealed type.
4. For asbestos shingles on ½-inch sheathing: face nailing, 1⅜-inch, exposed type.
5. For asbestos shingles on 25/32-inch sheathing: face nailing, 1⅝-inch, exposed type.

If head nailing is desired in asbestos shingle application, the shingle may be hung with flat headed roofing nails. Regular asbestos face nails should be used for face nailing at stud points around window frames, and on the first course which is applied on the sill.

ES-nail construction, above all, does not require new or special building techniques or special tools. Standard construction practices are used throughout a job where ES-nails are employed. The fasteners are driven in with a shingling hatchet or carpenter's hammer, just like ordinary nails in regular shingling practice.

The unusual holding power of the ES-nail has been indicated in tests made on asphalt and asbestos shingles. When direct pull is applied, the shingle usually breaks first. Comprehensive tests, conducted by the civil engineering department of an outstanding Eastern university, have further demonstrated the holding power of ES-nails in various non-wood sheathing materials.

Because of its automatic self-clinching action, the ES-nail has also been found unusually effective in replacing broken asbestos shingles on completed houses where interior walls make it virtually impossible to reapply new shingles with the clip method originally used. It is equally possible, by this method, to shingle buildings on which the original gypsum or insulation sheathing was left uncovered—such as army barracks or farm sheds.





HERE'S A NEW, LOW-PRICED

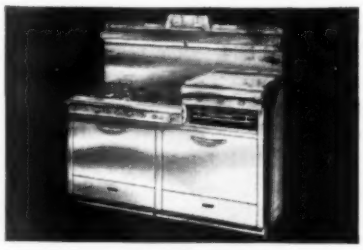
Magic Chef

GAS RANGE with the

DIVIDED-TOP DESIGN THAT WOMEN PREFER!

The convenient working space arrangement of the new Series 1500 Magic Chef is just one of the features that is making it a popular range.

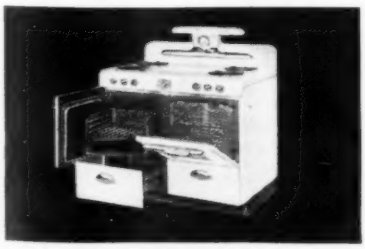
Although it is low-priced, the Series 1500 has many famous Magic Chef features, including the famous Red Wheel oven heat regulator, lifetime-guaranteed burners, full-size oven completely insulated with Fiberglas, and an easy-to-use smokeless broiler. This attractive range is just 36 inches wide and yet it will easily meet all cooking requirements of the average-size family.



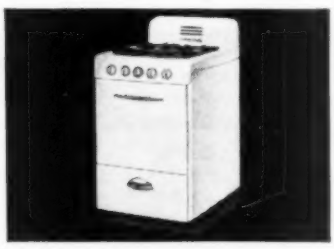
FOR FINE HOMES—the Magic Chef 1000 Series. 62-inches wide, 6 top burners, two large ovens, high-level broiler and a 23″x 24″ griddle.

THERE'S A MAGIC CHEF TO FIT EVERY BUDGET, EVERY KITCHEN PLAN!

You'll find the right range for your plans—from apartment to fine home—among the complete Magic Chef line. More women cook on Magic Chef than on any other range. Magic Chef, the most popular range in America, will help you "sell" your kitchens.



THE MOST-WANTED gas range is the Magic Chef 1300 Series. 39 inches wide, divided top design, famous Magic Chef Swing Out Broiler.



FOR SMALL APARTMENTS—The Magic Chef 500 Series. Just 20 inches wide, but complete! Full size oven, broiler, lifetime-guaranteed burners.

IN THE FINEST HOTELS AND RESTAURANTS in America, kitchens are equipped with Magic Chef heavy duty gas cooking equipment. Write for specifications.

★

OTHER PRODUCTS

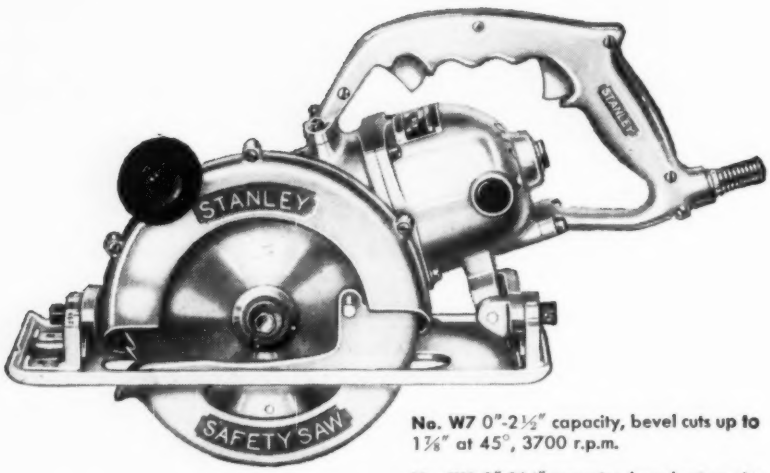
Combination, oil and wood ranges, oil stoves and heaters, oil furnaces.

FOR COMPLETE DETAILS SEND FOR OUR ARCHITECTS AND BUILDERS FILE

AMERICAN STOVE COMPANY • ST. LOUIS

More powerful... size for size

STANLEY SAFETY SAWS



No. W7 0"-2½" capacity, bevel cuts up to 1⅜" at 45°, 3700 r.p.m.

No. W8 0"-2¾" capacity, bevel cuts up to 2⅛" at 45°, 3500 r.p.m.

No. W9 0"-3¼" capacity, bevel cuts up to 2¼" at 45°, 3300 r.p.m.

FASTER ... More power and less weight.

TOUGHER ... Aluminum alloy base, heat-treated. Heavy-duty ground gears. Swivel points on steel trunnions.

SMOOTHER ... Gears adjustable for proper mesh. Ball bearing mounted. Forced oil lubrication.

EASIER ... Duplex handle with 2-position, independent trigger switches. Simple wing nut depth of cut adjustment and scale for bevel cuts up to 45°.

SAFER ... Cutting edge covered at all times. Blower removes saw dust ahead of cut.

COMPLETE ... Comes with combination rip and crosscut blade, ripping gauge, wrench, lubricant and carrying case.

Sold by your industrial distributor
Stanley Electric Tools, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

Merchandising Program

(*Continued from page* 132)

carry radio advertising twice a day on the local station. We have a regular monthly quota of inches for newspaper advertising, averaging four ads a week. These range from one column by 1½ inches to two columns by 14 inches. Our local newspaper goes out to a large area around Sioux Falls and covers all but three of our yards. We use the sports and comic pages on Sundays; and if we run on Saturday, we try to get on the page that lists church services and social functions. We check the effectiveness of the advertising by offering give-away items, such as recipe books, clothespin bags, etc.

"We do a considerable amount of direct mail, and in order to be sure it goes out regularly, we take care of it for all our yards. We have monthly 'Heralds' that list seasonal items. These are printed here in Sioux Falls, and we send them in a package to each yard ready to mail. We use penny postcards, inviting prospective builders to come in and talk over their plans. Our mailings go to businessmen, as well as home owners. Where a customer shows a disposition to build, we follow it up with a personal contact. We make periodical mailings supplied by our manufacturers on specialty materials. We make occupational group mailings: contractors, doctors, dentists, attorneys, and so on. We have placed 60 Scotch light signs on the highways around every one of the towns where we have yards. We try to reach everybody, so we use different approaches. We are a volume house and want to be one; while at the same time we give personalized service."

Latest addition to Schoeneman service is the Home Planning Center at the Sioux Falls yard. It contains a complete library on house planning with supplementary suggestions for designing individual floor plans. The use of color, harmonizing drapes, furniture placement, and similar subjects are also thoroughly covered. A display of building materials brings the yard into the center for the convenience of the customer. This air-conditioned, quiet room is a pleasant place in which to relax and cool off on hot summer days while acquiring useful information. Customers frequently spend an entire day, happily browsing and working out previously vague ideas. Farm buildings, stores, and commercial buildings are included.

"We use to spend hundreds of dollars on plan books to give away," Herbert Schoeneman said. "But by

(*Continued on page* 180)



American Kitchens Save You Money!



Builders Find Famous, Nationally-Advertised American Kitchens Actually Cost Less Than Wood Cabinets!

You benefit two ways when you install American Kitchens. They help *sell your houses faster* . . . and save you money in the bargain!

Yes, American Kitchens save you money! Completely installed, hey actually cost less than quality *wood* kitchens! And the new American Kitchens line of Economy Sinks brings the cost of these finer kitchens down still further, making them an economical choice for even your budget-priced homes.

American Kitchens help speed up sales, too! For your use of this famous high-quality line gives prospects confidence that you've used quality materials throughout your houses . . . that they're better "buys" than your competitors' homes!

(*Base cabinets are available without tops for composition, tile or stainless steel installations.*)

Check These Demonstrable Plus Features

1. **One-piece drawers—*rounded* inside for easier cleaning.**
2. **Finger-tip, lever-type faucets—on or off with flick of finger.**
3. **Back-splash faucet mounting eliminates dirt-catching ledge—permits larger bowl.**
4. **Concealed pulls—for beauty, easy cleaning.**
5. **Flush-sealed linoleum counter tops—waterproof, dirtproof between cabinets.**
6. **Extended counter tops—permit ample knee room for natural stance.**
7. **Smart new Serv-Cart—combination serving cart and mobile work center.**
8. **Concealed cutting board, divided cutlery drawer.**

FREE! Architects-Builders File. New edition—just off press. Gives complete specifications and roughing-in diagrams. Ask your nearest supplier. If you don't know his name, write us.

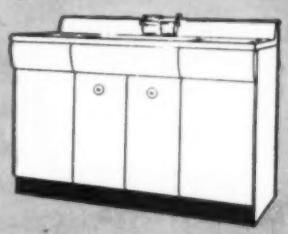
American KITCHENS STYLED IN STEEL

AMERICAN CENTRAL DIVISION AVCO MANUFACTURING CORPORATION CONNERSVILLE, INDIANA



RAYMOND LOEWY

is "working for you" when you specify American Kitchens. For he designed American Kitchens to fit any size or shape kitchen your plans call for.



NEW ECONOMY SINKS

now make possible installations of American Kitchens at new low prices—without sacrificing quality. Available in 42", 54", and 66" widths—all with famous American Kitchens streamlined styling.



NEW-TYPE DISPOSER

—Unique! Can't jam nor clog, thanks to patented *pivoted* hammer arms.

SEE OUR CATALOG IN SWEET'S



Without enough circuits, you can starve!

Without enough electric circuits, the lights and appliances in your houses will suffer from "electrical starvation"—and you may starve for sales! People don't want electrically undernourished houses.

An adequately wired home sells readily at a good price, because home buyers nowadays have learned to look for Adequate Wiring.

An Adequate Wiring Certificate is your proof that each house you design and build has:

- **Enough outlets, fixed lights and switches.**
- **Adequate electric service entrance equipment, fed by three ample size wires.**
- **Enough branch circuits and spares for present and future electrical needs.**

The Sign of the Times

Use the services of the local Adequate Wiring Bureau in preparing a complete Adequate Wiring layout and specification, *before* you put the electrical job out for bids. Get the wiring into the plans for better appraisal —a better loan!

If there is no Adequate Wiring Bureau in your community, write us or your local electric utility for information on how to take advantage of Adequate Wiring in the homes you build.



USE THIS COUPON *if there is no Adequate Wiring Bureau in your area*

NATIONAL ADEQUATE WIRING BUREAU, Dept. AB-10
155 E. 44th Street, New York 17, N. Y.

Please send me, without charge, information on how to take advantage of Adequate Wiring as a sales feature.

NAME .....

TITLE .....

STREET ADDRESS .....

CITY .....

DETROIT PUBLIC LIBRARY

Merchandising Program

(*Continued from page* 178)

having our customers come in to the center, we can spend a little time helping them; we get acquainted with them, and our relationship is better."

Cecil Schoeneman summarized the new policy as follows: "Our appeal to the public has been based on merchandising, rather than on the point that we have lumber, it costs so much, and if you would like it, come on in," he explained. "We are interested in giving our customers something besides materials. We try to give them ideas as to what a product will do; how best to use it; how to finish it; how to complete a given job. Many times a customer does not know how to work out some idea he has. We try to get him off on the right foot. We talk to him about budget-planned financing. We try consistently to build good will. If we don't have the information or material a customer wants, we get it. Herbert did over 10,000 miles of flying to pick up items we needed when materials were scarce and we were on an allotment basis. We have built up a reputation for service. A contractor came in just this morning and said, 'I'm ashamed to come here any more for things I can't get anywhere else. You have helped me out so often that I feel obligated to give you some of my other business.'"

Schoeneman employees reflect the merchandising spirit of the firm. "We try to get employees who are sales-minded and aggressive," Herbert Schoeneman said. "You can hire a storekeeper by the hour, but what you need is a man who can sell. A good salesman may not be able to keep books, but he can develop enough volume of business so that you can afford to hire a bookkeeper."

Other interesting phases of Schoeneman management are the "Bargain Shed" at the Sioux Falls yard, package loading, and the perpetual visual inventory now being installed.

The "Bargain Shed," strategically located near the street and office where customers cannot fail to see it, has proven very effective in cleaning up odds and ends from the twelve yards that might otherwise go to waste. The varied items it offers make persuasive "leaders" for advertising, and brings new customers to the yard.

Package loading gives added protection to the contractor, and encourages the sale of short lumber. It also speeds up delivery. A complete house job can be handled in a day with this method. Trucks are loaded so that materials can be dumped from the truck in the sequence in which they will be used . . . those needed first being on top the load.



Nationwide Service

STRAIGHT CARS OR MIXED CARS

KNOW-HOW—Pacific Mutual Door Co. since 1912 has provided a dependable and convenient source of supply. Its principal officers and managers have served a total of more than 120 years with Pamudo in all phases of the trade. They understand the customers' needs and know how to meet those needs fully and promptly.

QUALITY—Knowledge of timber sources, manufacturing facilities and methods, grades and uses, combined with scrupulous attention to production and marketing detail, and conscientious guarding of standards, all assure delivery of unvarying and dependable high quality.

SERVICE—Complete stocks in five principal distributing centers, plus facilities for and experience in filling either straight or mixed car orders (from the main office in Tacoma, Washington), enable Pamudo to provide the kind of complete and prompt service so essential to lumber distributors and industrial users.

PRICED RIGHT—Modern production facilities, in the hands of efficient manufacturing men, and long experience in combining rate tariffs and sources of supply with economical loading and routing, together with a practical and timely appreciation of the market, enables Pamudo to deliver quality that's priced right.

PACIFIC MUTUAL DOOR CO.

TACOMA BUILDING • TACOMA 2, WASHINGTON

MILLS OREGON—WASHINGTON—CALIFORNIA

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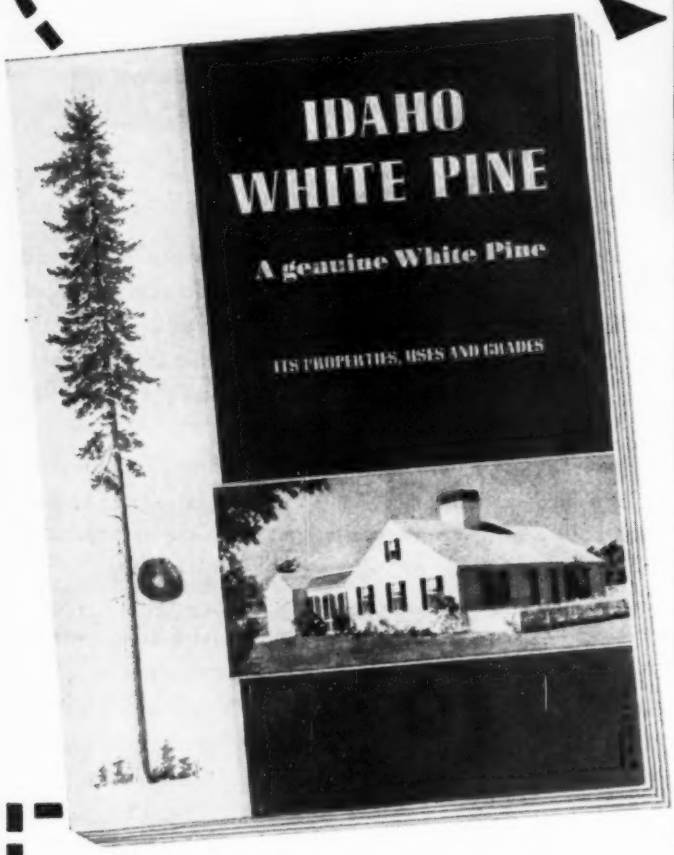
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For Lumber Dealers, Builders, Architects, and Wood Users

Factual, complete and profusely illustrated data on its properties and uses, including photographs of typical pieces of each grade with illustrated recommendations for their use and details of popular paneling patterns.

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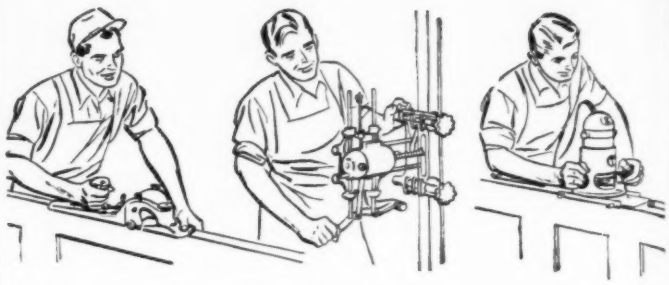
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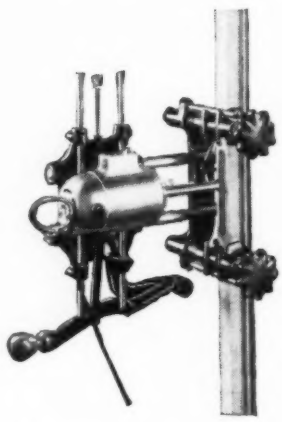
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"NON-STOP"—production line method



3 men—3 motors—3 machines. *Result:* More than 3 times as much production because there's no waste time changing motor from tool to tool, job "moves" along in balance — no waiting to catch up.

With these three Stanley-Carter Tools you can figure the job closer and still make more money.



Stanley-Carter Lock Mortiser One h.p., 18,000 r.p.m., a fast, heavy duty mortiser that averages about 30 seconds per mortise cutting time. Length of stroke 5", maximum depth 4¾", weighs only 26½ lbs. High-speed, smooth cut.



J5 Stanley-Carter Power Plane One h.p., 18,000 r.p.m., a large and powerful portable plane. Handles any width edge up to 2½", complete with adjustable fence, cutter grinding attachment and bench bracket. All inside wiring. High-speed, smooth cut.



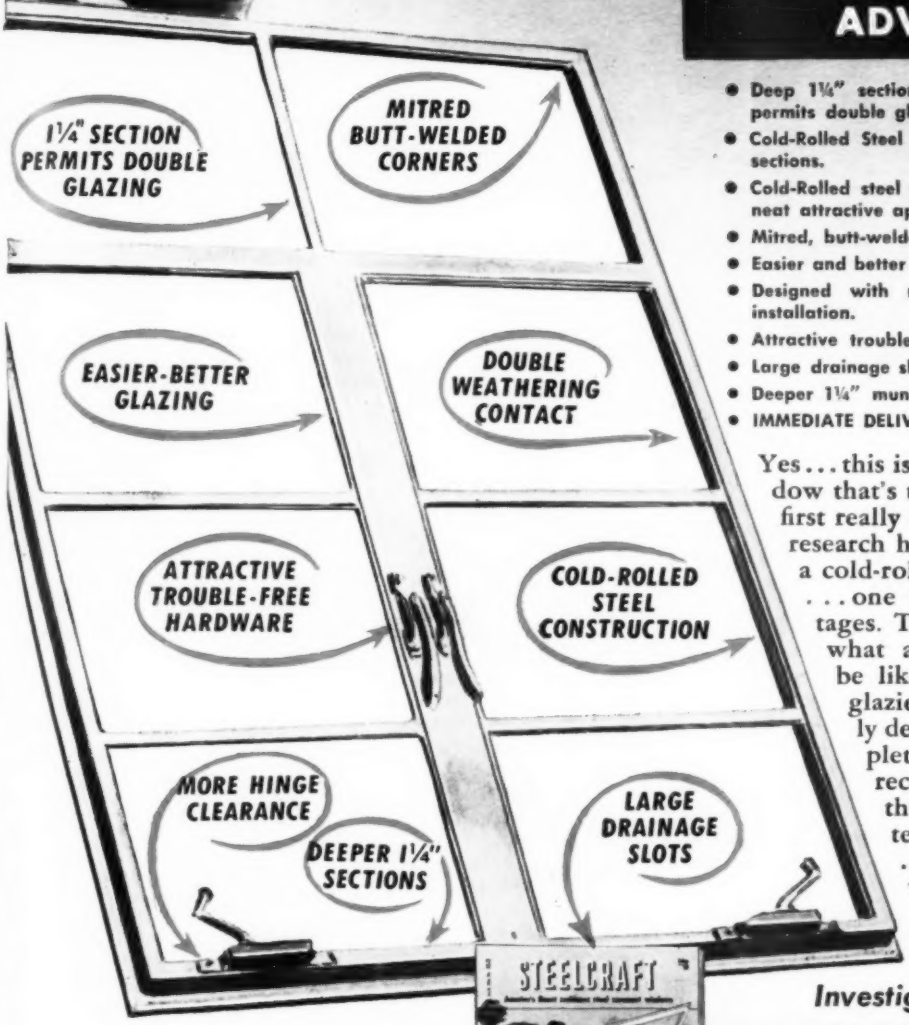
Stanley-Carter Hinge Butt Router HB8 ½ h.p., 18,000 r.p.m., a heavy duty, lightweight portable router. Wide range template adjusts to any door, so cutting is as fast as marking. High-speed, smooth cut means perfect fits. Stanley Electric Tools, Stanley-Carter Sales Dept., New Britain, Conn.

STANLEY
Reg. U.S. Pat. Off.

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NOW! STEELCRAFT Presents Amazing NEW ALL-NEW STEEL CASEMENT WINDOW ...THAT'S BETTER SO MANY WAYS!



CHECK THESE BIG NEW ADVANTAGES:

- Deep 1¼" sections . . . Mean added strength, rigidity . . . permits double glazing.
- Cold-Rolled Steel Construction makes smoother, more accurate sections.
- Cold-Rolled steel surfaces give better surface for painting . . . neat attractive appearance.
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- Designed with more hinge clearance at jamb for easier installation.
- Attractive trouble-free hardware.
- Large drainage slots in bottom of outside section.
- Deeper 1¼" muntins add greater strength to entire casement.
- IMMEDIATE DELIVERY FOR YOU.

Yes . . . this is the sensational steel casement window that's taking the industry by storm . . . the first really new casement in 20 years! Intensive research has enabled STEELCRAFT to produce a cold-rolled steel sash with deeper sections . . . one that has so many superior advantages. The viewpoints of men who know what a near-to-perfect casement should be like . . . the opinions of contractors, glaziers, engineers, architects . . . actually designed this casement. NOW for complete home owner satisfaction, you can recommend and use this amazingly better steel casement . . . the casement with many big advantages plus *prompt delivery.*

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Write now for catalog on complete STEELCRAFT Casement line . . . showing construction details, typical installations, best adaptations for your needs.
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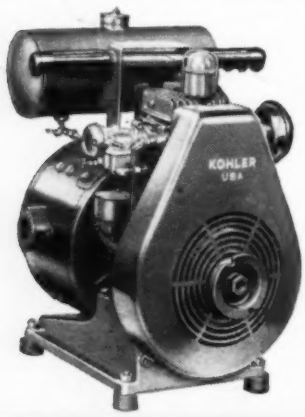


Save time, reduce costs on every job with portable KOHLER *Electric Plants*

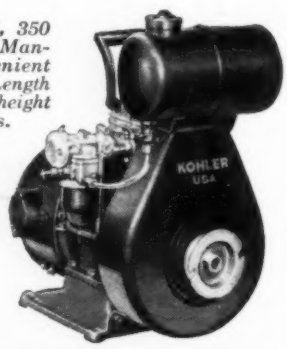
As soon as you put a compact, portable Kohler Electric Plant to work, you'll see a sizeable gain in time-saving, labor-saving results. Your men can move it rapidly from place to place, for power saws, pipe threaders, cutters, drills and other tools. You'll soon realize, like many other builders, that you couldn't make a sounder investment.

When you're building in outlying districts, where power line service is not available, you can carry your own reliable, light weight, low cost source of electricity right with you. Even where there is power line service at hand, you'll find a Kohler Electric Plant more practical, convenient and economical to use, because it will save you the time, trouble and expense of arranging for your own power supply.

Whether you need a small generator for hand power tools, or a larger model for greater power requirements, there's a Kohler Electric Plant that will exactly suit your needs. In every size throughout the range from 350 watts to 10 KW, Kohler Electric Plants have a reputation for exceptional efficiency and service. A Kohler field representative will gladly help you select the most practical unit for your needs. Write for folder E-11. Kohler Co., Kohler, Wis.



Model 350M21-K7, *350 watts, 115 volt AC. Manual control. Convenient carrying handle. Length 17 3/16", width 11 5/16", height 16 7/8". Weight 70 lbs.*



Model 750M25, *750 watts, 115 volt AC. Manual control. Double carrying handle. Length 20 1/2", width 15 1/4", height 20 1/8". Weight 130 lbs.*

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

Dealer Review

President's Column

(*Continued from page* 130)

show that free private enterprise is still the American way.

Simply because a housing bill has been enacted is no reason for giving up the fight. Before any public housing can be constructed, money must be appropriated by the Congress. You can and should convince all your friends to write your congressmen opposing the appropriation of any funds for public housing in your community.

If we have been honest with ourselves and the public during the past five years, then how in heaven's name can we do *anything* but continue to fight public housing with all our energy and intelligence? Let's not suddenly become mesmerized by a few dollar signs. Let's jog our memories.

Great Hoo-Hoo Elects

The 9th day of the 9th month in the 49th year of the twentieth century saw the gathering of some 299 adherents of the Great Black Cat who assembled in Kansas City for the annual



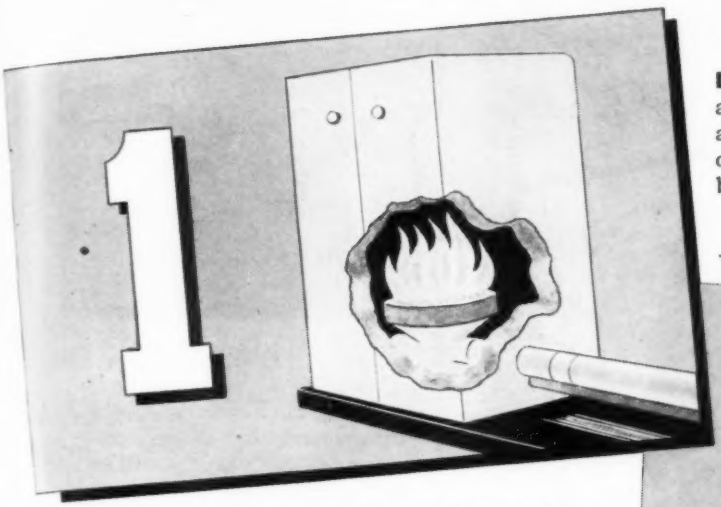
MARTIN WIEGAND

meeting of the Concatenated Order of Hoo-Hoo. Representatives and delegates came from Canada and all points of the U. S. compass.

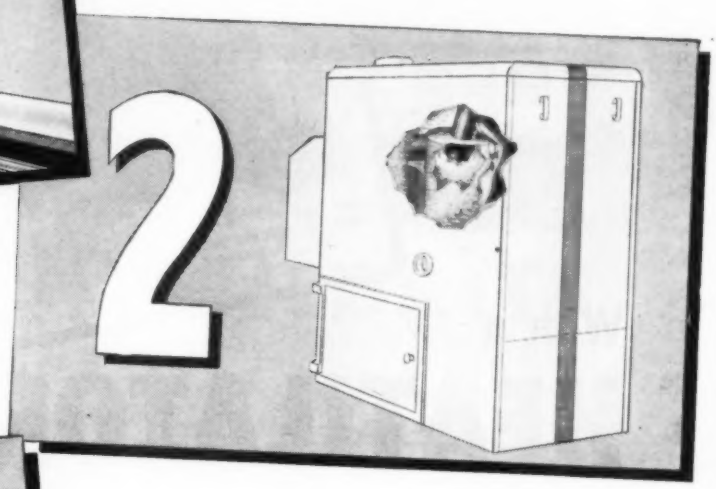
Unanimously chosen by the delegates as Snark to succeed Stanton was Martin Wiegand, Washington, D. C. Elevated to the office of Senior Hoo-Hoo was Lynn Boyd, Pampa, Texas. Other members of the Supreme Nine elected at the Kansas City meeting were: Junior Hoo-Hoo, Martin McDonald, Port Arthur, Ontario; Scrivenotor, Thos. A. Donlin, St. Cloud, Minn.; Bojum, Edwin Fischer, Milwaukee, Wis.; Jabberwock, P. G. Davis, San Francisco, Calif.; Custacatian, Arthur H. Geiger, Tacoma, Wash.; Arcanoper, Harry B. Weiss, Memphis, Tenn.; Gurdon, Robert J. Stalker, Quincy, Mass.

THESE THREE can give your clients

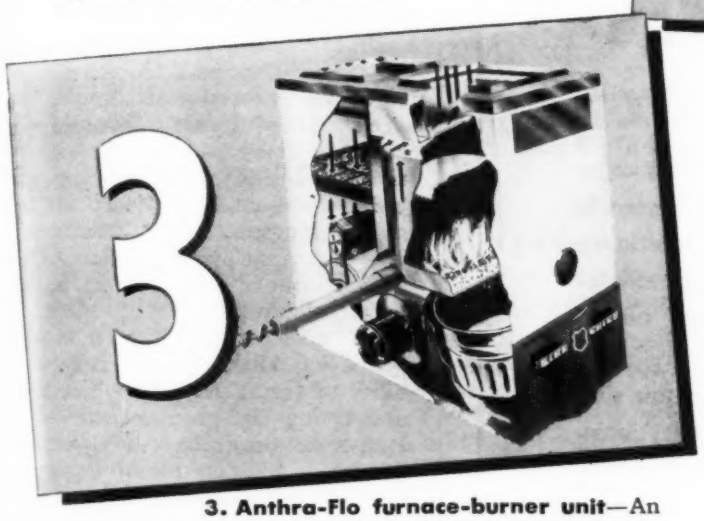
automatic heat plus savings up to 52% on fuel bills



1. Automatic Anthracite Stokers—Installed in an existing boiler or furnace, or in new houses, automatic hard coal stokers deliver *plenty* of heat quickly . . . save up to 52% on fuel bills . . . eliminate fuel worries.



2. The Revolutionary Anthratube—The Anthratube saves on fuel bills . . . its proved efficiency is over 80%. This scientifically engineered boiler-burner unit, with "Whirling Heat" and other revolutionary features, produces quicker response and superior performance than units using other types of fuel. Fully automatic.



3. Anthra-Flo furnace-burner unit—An entirely new type furnace-burner which features a simple burner mechanism, attached by two bolts with all working parts easily accessible. Fully automatic, coal feeds direct from bin across single ***stationary*** perforated plate . . . ashes discharge by gravity into container within unit. Available for steam, hot-water and warm-air heating systems.

TODAY YOU CAN OFFER YOUR CLIENTS *modern* automatic heat with anthracite equipment.

You can show your clients how to save money . . . as much as $100 to $200 every year and yet have *plenty of heat—clean heat—even heat*—and no worry about future supplies or deliveries.

For complete information about (1) new anthracite stokers (2) revolutionary Anthratube or (3) Anthra-Flo, just fill in and return the coupon below.

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● Complete from floor to flue, a Heatilator unit simplifies fireplace construction. Smoke dome, throat, downdraft shelf and damper are all built in. Its scientific design makes correct construction a certainty . . . eliminates the possibility of costly repairs or rebuilding . . . guarantees owner satisfaction.

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The Heatilator name on the dome and damper handle protects you — refuse substitutes.

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HEATILATOR FIREPLACE

Name Cornell Manager of A. O. Smith Division

F. S. Cornell has been named manager of the Water Heater Division of the A. O. Smith Corp., Milwaukee,



F. S. CORNELL

Wis., L. B. Smith, vice president of the company has announced.

Cornell had been assistant manager of the division, which operates a plant at Kankakee, Ill. He was transferred to Kankakee last spring, after a number of administrative assignments at the Milwaukee plant.

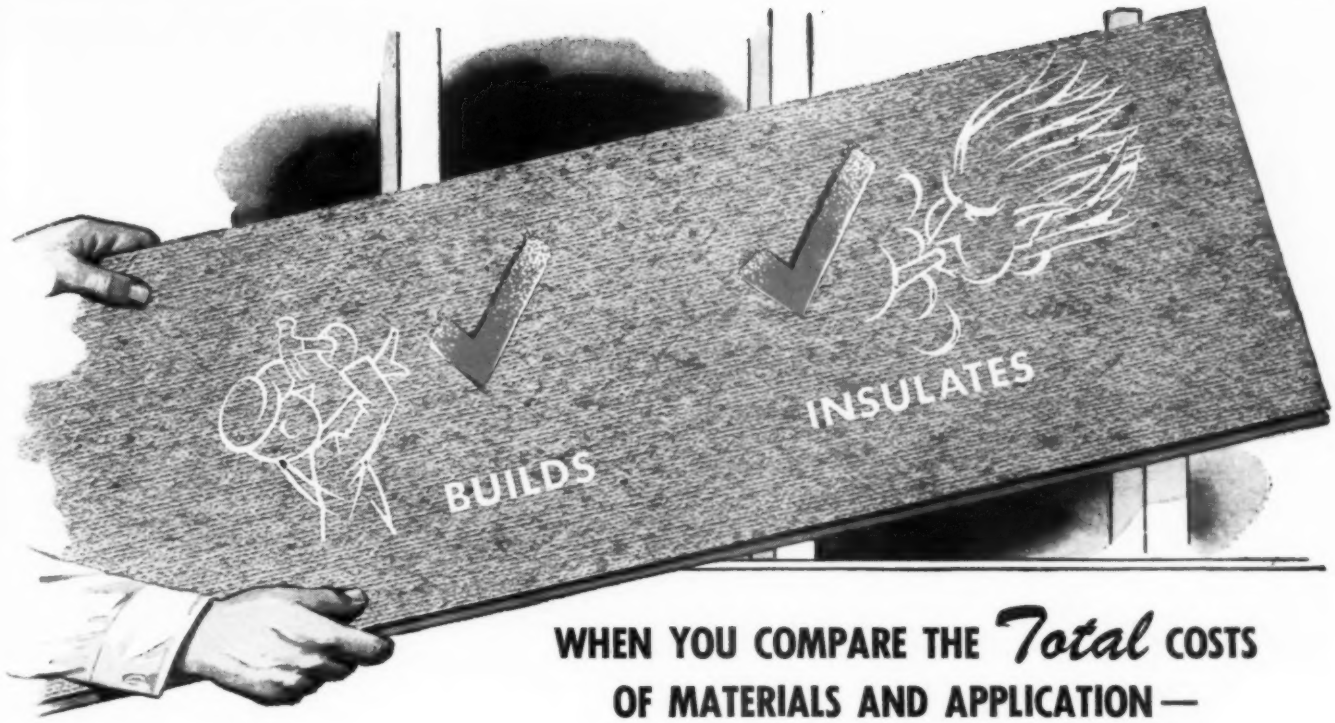
Prof. William H. Scheick To Be Executive Director Of New Research Board

Prof. William H. Scheick, co-ordinator of the Small Homes Council at the University of Illinois, has been granted a year's leave of absence to serve as the first executive director of the newly organized building research Advisory Board in Washington, D. C. The board was organized by the National Research Council and operates under its jurisdiction.

As director of the advisory board he will have the responsibility of formulating its objectives and laying the groundwork for a long-range program. An important amount of building research is concerned with housing, and in this respect Professor Scheick's new duties will be closely allied with his work in the Small Homes Council, of which he has been co-ordinator since its establishment in 1944.

The board will co-ordinate research activities and stimulate new research on problems of building which need scientific investigation. Since its organization in January, 1949, the board has completed a survey of the progress of modular co-ordination which was made for the Housing and Home Finance Agency.

During Prof. Scheick's absence, Prof. James T. Lendrum will be acting co-ordinator.



WHEN YOU COMPARE THE *Total* COSTS OF MATERIALS AND APPLICATION—

Your best buy is *BILDRITE
INSULITE SHEATHING

To get the *real* story about sheathing costs you have to figure the total applied costs . . . not just the cost of materials alone. It's the *total* cost that the customer pays for.

LOOK AT THESE FACTS: The things that make up the total applied cost of any sheathing are the labor scale, man hours needed for application, waste of material, insurance, and cost of materials used. You can figure these for yourself.

FOR EXAMPLE: Standard handbooks for estimating building construction state that—

Wood sheathing horizontally applied has a 12% waste. *But BILDRITE has less than 1% waste.*

Wood sheathing requires 15 man hours to apply 1,000 feet. *But BILDRITE takes only 8 man hours per 1,000 feet.*

See how these savings begin to mount up?

See Sweet's File for Builders — 2c/11

FIGURE IT YOURSELF!

WOOD SHEATHING Per 1000 Sq. Ft. of Wall Area

ITEM AND QUANTITY	RATE	TOTAL
1,000 sq. ft. 8" wood sheathing (horizontal)		
Waste, 12% (120 sq. ft.)		
Carpenter labor, 15 hours		
Insurance, 10% of carpenter costs		
2.8 rolls building paper		
Carpenter helper to apply paper		
Insurance, 10% of helper costs		
TOTAL APPLIED COST, WOOD SHEATHING		

BILDRITE SHEATHING Per 1000 Sq. Ft. of Wall Area

ITEM AND QUANTITY	RATE	TOTAL
1,000 sq. ft. Bildrite Sheathing		
Waste (Practically none. Less than 1%)		0
Carpenter labor, 8 hours		
Insurance, 10% of carpenter costs		
Building paper (None needed)		0
Helper to apply paper (None)		0
Insurance on helper (None)		0
TOTAL APPLIED COST, BILDRITE SHEATHING		

That puts a different light on it...doesn't it? And in addition, BILDRITE provides 2½ times the *insulating* value and more than twice the bracing strength of wood sheathing horizontally applied! You can't get around the facts. The best buy in sheathing today is INSULITE (BILDRITE) Sheathing!

Double Duty

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The GENUINE

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Please have your representative call and give me additional details on sheathing costs.

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7-9

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You're the winner when you get the profits awaiting you in the new construction field. For better business, bigger profits, follow this proven 3-step plan:

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ACT *to close the deal at the right time for most effective results.* ***DODGE REPORTS*** *help you concentrate on the really active jobs... for better, more profitable contracts.*

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AB—10

Charles French, Prominent In Public Relations, Dies

Charles R. French, prominent public relations man in the lumber and related industries, died suddenly of a heart attack at his home in Bethesda, Md., on Aug. 16. He was 46.

Mr. French had served with the National Lumber Manufacturers Association for 13 years and as director of the American Forest Products Industries for four years. In 1945 he organized his own public relations firm in New York City, which he headed until his death.



CHARLES R. FRENCH

Recently, he had been called to Washington on a special assignment with the Forest Products Division of the National Securities Resources Board. He had prepared a report on a lumber "mobilization plan," based on recommendations of a group representing the lumber industry.

He was born in Wellington, Ohio, and was graduated from Ohio Wesleyan University in 1925. He was a member of the Masonic Lodge in Shelby, Ohio.

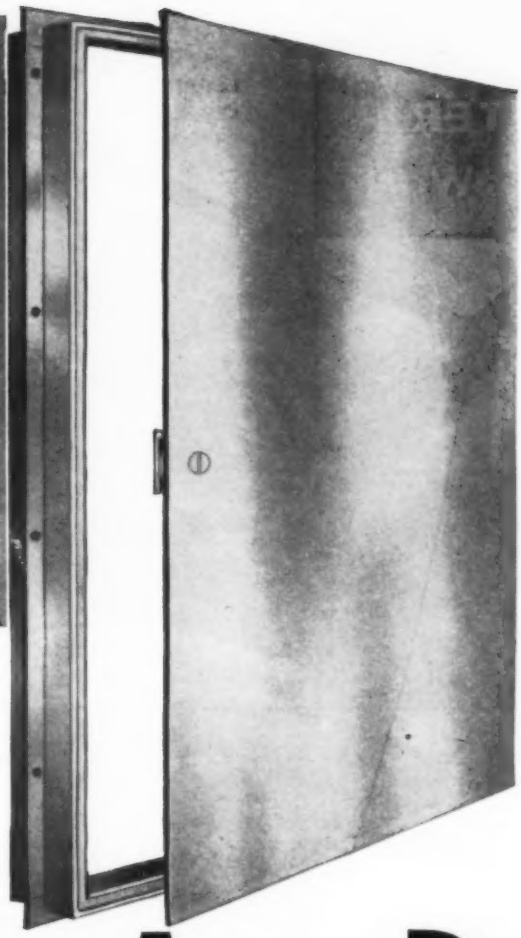
Two Forestry Fellowships Set Up by Weyerhaeuser

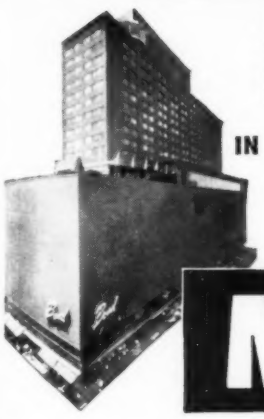
Establishment of $1,000 a year fellowships at both the University of Washington and Oregon State College has been announced by J. P. Weyerhaeuser, Jr., president of the Weyerhaeuser Timber Co., Tacoma, Wash. The grants are for graduate research and each will be known as the "Weyerhaeuser Fellowship in Forest Management."

The first recipients of the fellowships were selected by the deans of the forestry departments of the two schools and started work at the beginning of September.

In announcing the fellowships, Weyerhaeuser said that they were designed both to permit young men to continue their studies in forest management and to aid in increasing scientific knowledge in the field.







Ready to install • No special framing • Painted with rust-inhibiting prime coat • Concealed hinges • Flush, screw-type lock • 11 sizes — from 8⅜" x 8⅜" to 24⅜" x 36⅜" • For plastered or non-plastered walls • With or without expanded metal wings

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low-cost Milcor Steel Access Doors

provide instant access to all key points... yet blend invisibly into the wall when closed



Milcor Steel Access Doors are flush to the wall. Papering or painting right over them is easy. Quickly and easily installed, they tie right to the metal lath, actually save on building time.

Install Milcor Steel Access Doors on every project. Send for Milcor Manual giving complete details — today!

Tear out this coupon and mail today! F-329Q

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Send me, without obligation, a Milcor Manual with full details on Milcor Steel Access Doors and other products in the complete Milcor Metal Lath line.

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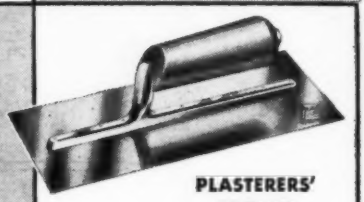
For a BETTER Day's Work

Long Handle CEMENTERS' TROWEL



LEFT—Long Handle Trowel, steel-mounted ash handle 7 feet long, 18-inch blade, $8.00—24-inch, $9.00—30-inch, $10.50—36-inch, $12.50. (Shipped by Express, transportation charges collect.)

RIGHT—Plastering Trowel No. 25—Aluminum mounting; 10½ or 11 inch lengths ..... Each $3.35



PLASTERERS' TROWEL

CEMENTERS' TROWEL



LEFT—Cementers' Trowel No. 45—12-in., $3.35—14-in., $3.60—16-in., $3.85—18-in., $4.10 each.

Equip your mechanics with lighter • faster longer-wearing • dual-purpose • self-cleaning

GOLDBLATT TOOLS

Goldblatt masonry tools save time, work, money. For 64 years, skilled craftsmen have chosen Goldblatt because Goldblatt tools are forged stronger, balanced better, more comfortable, non-corrosive. Every Goldblatt tool is guaranteed for materials and workmanship.

Look to Goldblatt for the finest in masonry tools—and the finest in service. All orders shipped within 24 hours. Please send money order or check with your order. Add 5% for packaging and postage.



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Send for 1949 80-page illustrated catalog describing largest and most complete line of masonry tools for your trade, including Steel Mortar Boxes and Transit Levels.

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1515 Walnut St. Kansas City 8, Mo.

GOLDBLATT TOOLS

FIRST CHOICE OF THE TRADE FOR 64 YEARS

SELL BRIGHTER CLEANER HOMES



WITH THE

Westinghouse *Poweraire HOME VENTILATOR

The cleaner home . . . the well-ventilated home . . . is the home that sells. The new Westinghouse Poweraire Home Ventilator, with the *Air-Injector Grille,* will help to keep your home bright and clean. It can completely change the air in an average kitchen every TWO MINUTES.

LOOK AT THESE ADDITIONAL FEATURES!

- Modern streamlined design
- Insulated outside door
- Easy to install in practically any wall thickness
- White, snap-on, Air-Injector grille
- Easy to clean
- Single pull-chain control
- Economical to operate

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Electric Appliance Division, Dept.10AB• Springfield 2, Mass.

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YOU CAN BE SURE...IF IT'S Westinghouse

How to Plan Houses for Greater Sales Appeal

Give people what they want. Then you have sales appeal. It comes from careful planning. Here are some rules America's top builders are following successfully:

DESIGN YOUR HOUSE FOR BETTER LIVING

Make sure each room meets the needs of today's living habits . . . that each room is attractive, efficient, livable. Kitchens and laundries deserve your particular attention because of greater consumer interest in these features. Lighting, too, is a detail that deserves careful study.

ENGINEER YOUR HOUSE FOR MAXIMUM USE OF SPACE

Develop plans for maximum use of space. For instance, a Westinghouse Electric Water Heater can be placed in a closet to save space. The installation of the Westinghouse Laundry Twins—Laundromat Automatic Washer and Clothes Dryer—eliminates need for a large laundry and drying area.

EQUIP IT FOR QUICK ACCEPTANCE

Builders everywhere are finding the electrically equipped house sells best. With a package mortgage, the house and electrical equipment cost less per month than if the house and equipment were bought on separate payment plans. A booklet recently released by Westinghouse shows how little these appliances increase mortgage payments. For example: the purchase of a Westinghouse Laundromat and Dryer, at retail, would cost the homemaker approximately $530, plus installation. Included in a package mortgage, these appliances add only $3.06 to the monthly payments when included in a 15-year, 4½% mortgage.

INCLUDE COMPLETE EQUIPMENT

Repeated tests have shown that Exhibit Houses are most effective when kitchens and laundries are completely equipped. From your Exhibit House you can then sell other houses equipped to meet the buyers' needs.

The Westinghouse booklet, "Mr. Builder", is available, free of charge, upon request. It contains many reasons why the house buyer and builder alike benefit from appliances installed in houses during construction. Send for your free copy. Just fill in and mail the coupon below.

Westinghouse Electric Corporation
Appliance Division—Mansfield, Ohio

Gentlemen: Please send me your "Mr. Builder" booklet.

Name_____

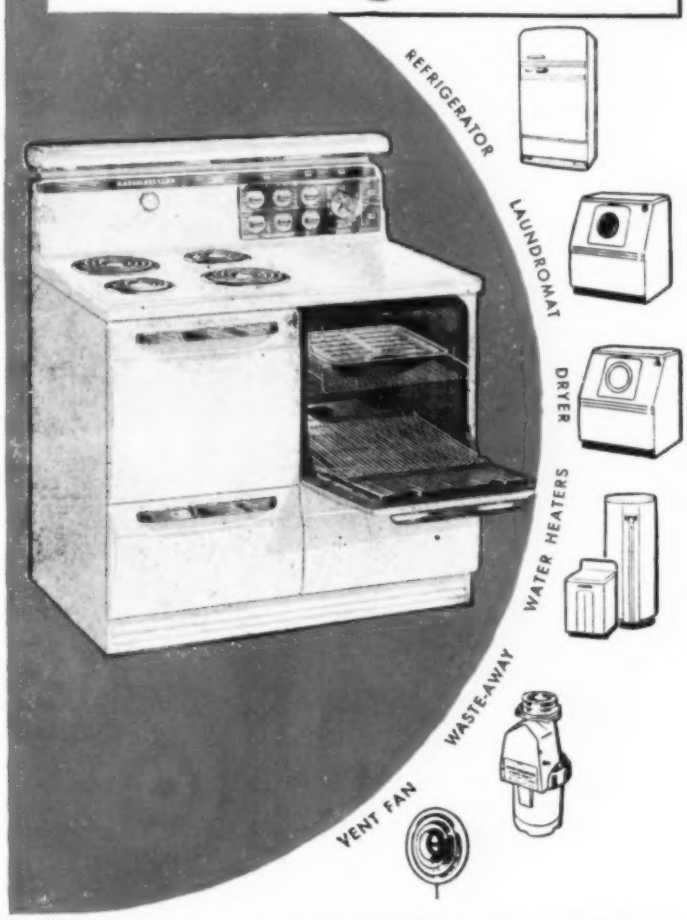
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YOU CAN BE SURE..IF IT'S Westinghouse



Tug at HEARTSTRINGS to Loosen PURSE STRINGS

The kitchen often makes or breaks a house sale. To trap sales faster use a bait women can't resist—a Westinghouse Range. They know that automatic, electric cooking is the last word in cleanliness, convenience and good eating. They know the Westinghouse reputation, too. It's a name which reflects the quality of the whole house. There's a better-looking, better-cooking Westinghouse Range for every size kitchen. Don't miss a good bet. Read the column to the left, then mail the coupon, today.

...of course, it's electric

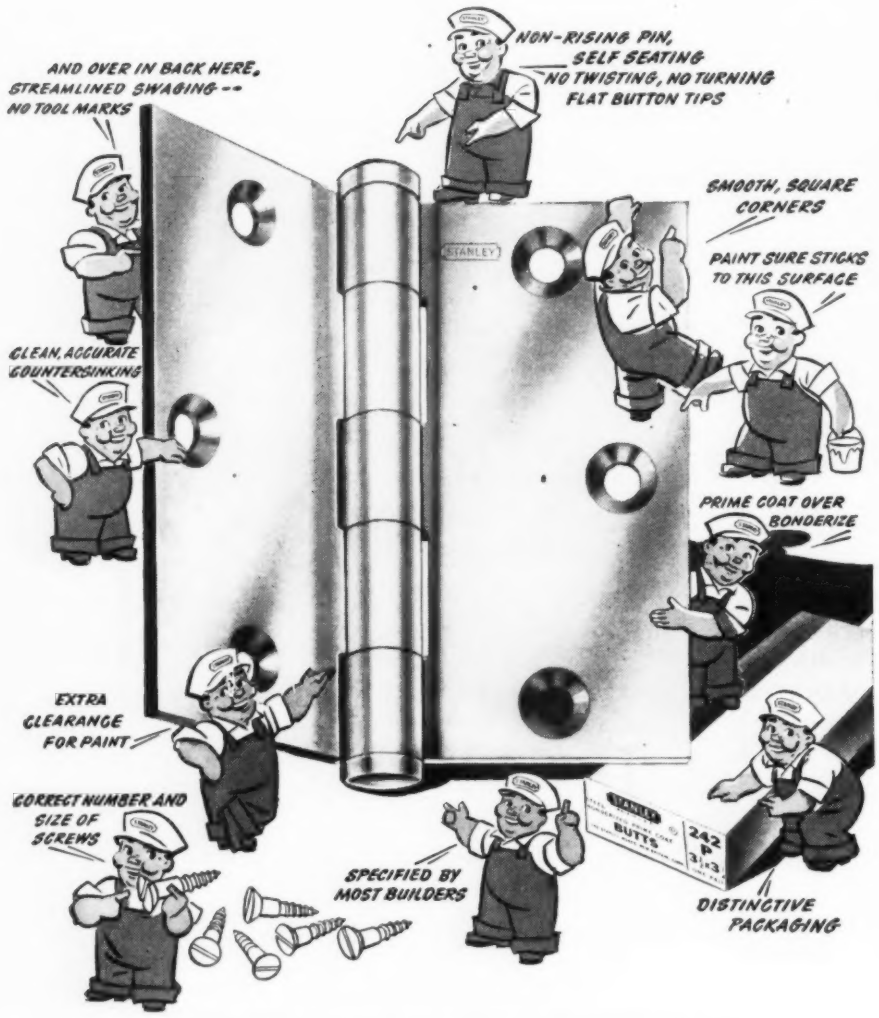
Westinghouse

ELECTRIC CORPORATION

Plants in 25 Cities • Offices Everywhere

APPLIANCE DIVISION • MANSFIELD, OHIO

No. 242 Best for Painting



THE STANLEY WORKS—NEW BRITAIN, CONN.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

REMEMBER . . . . . THREE HINGES TO A DOOR

Leak Detector Tests Radiant-Heating System

An effective test of a radiant-heating system which revealed three leaks undetected in two previous tests was made recently with an electronic leak detecting instrument developed by the General Electric Corp. The test was made in the Schenectady, N.Y., home of William E. Herrmann, engineer in the firm's Special Products Division.

The instrument, called the G-E Type H leak detector, was described by Herrmann as extremely sensitive to halogens—chlorine, fluorine, bromine and iodine—and capable of discovering leaks of these gases from openings so small as to release only a small fraction of an ounce a year.

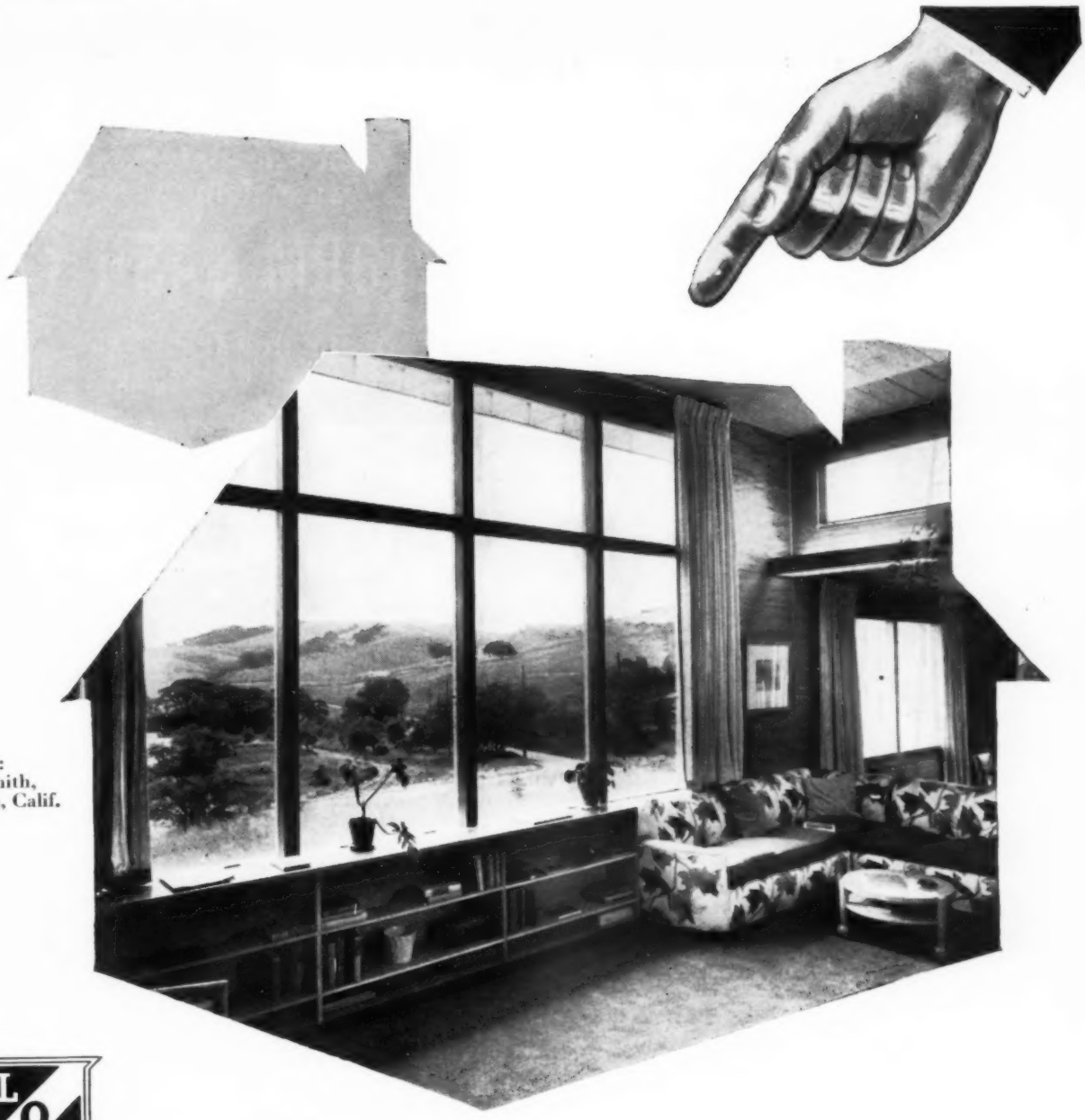


PICK-UP of General Electric leak detector is passed through air surrounding copper tubing of radiant heating system by J. S. Hickey, one of engineers who helped to develop it. William E. Herrmann (right), is engineer in whose home test was made

To make the test, Herrmann first introduced a gaseous halogen compound (freon) into the 1800 feet of one-half inch copper tubing installed in the unfinished ceiling of his house. Then the tip of the instrument's pistol-shaped pick-up was passed through the air surrounding the tubing. Where traces of the halogen were present, the leak detector indicated the fact on the dial of its electronic unit.

According to Herrmann, about 100 joints in the tubing were checked in this manner in less than two hours. He added that discovery and repair of the leaks prior to plastering was an important economy factor.

Plan To Attend
NAHB EXPOSITION
Feb 19 to 23
Chicago



Architect:
Sewall Smith,
Lafayette, Calif.

QUALITY WINDOW GLASS

gives you that roomy feeling even on a cramped building budget

Glass costs so little and adds so much. When you want that "big house" feel—economically—you can buy the best and still stay within the budget.

By putting in Libbey·Owens·Ford Window Glass, you'll impress prospects with the quality of the materials used in construction. That famous L·O·F shield on every pane is a hallmark you can be proud of . . . it shows you haven't cut corners.

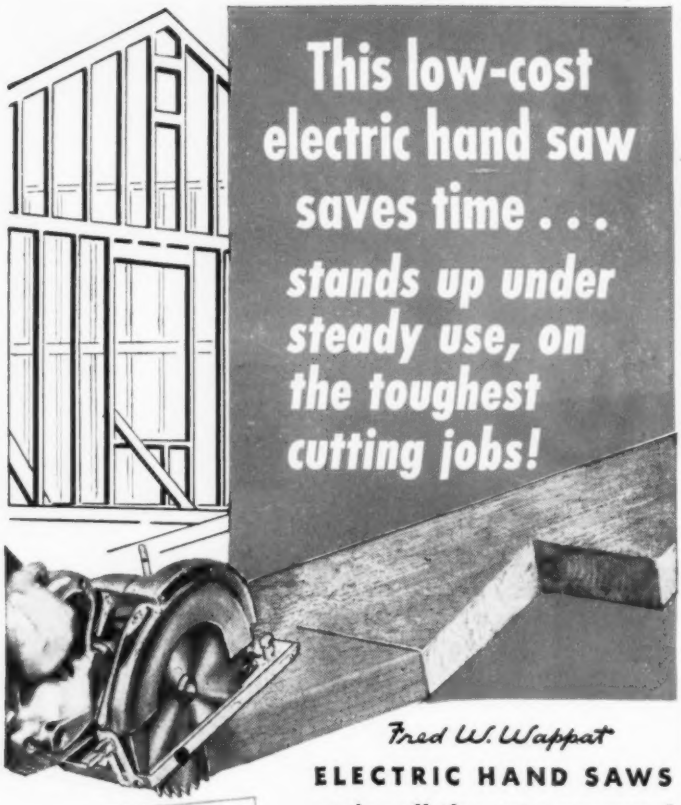
Libbey·Owens·Ford *Quality* Window Glass really *is* better. Production controls result in clearer vision, less distortion. Slow annealing lessens internal stress—means easier cutting.

For better salability, for maximum quality at minimum expense, be sure to use L·O·F Window Glass in the next house you build. Libbey·Owens·Ford Glass Company, 43109 Nicholas Building, Toledo 3, Ohio.

*®

L·O·F also makes polished plate glass, safety glass, colorful *Vitrolite** glass paneling, *Tuf-flex** tempered plate glass and other flat glasses. Only Libbey·Owens·Ford makes *Thermopane** — the first mass-produced insulating windowpane.

LIBBEY·OWENS·FORD
a Great Name in **GLASS**



This low-cost electric hand saw saves time . . .

stands up under steady use, on the toughest cutting jobs!

Fred W. Wappat

ELECTRIC HAND SAWS

make all the cuts you need

FAST and ACCURATELY!

. . . cut tough materials, from wood to steel
. . . operate simply, safely, easily
. . . require minimum maintenance.

Powerful Fred W. Wappat Electric Hand Saws are low in cost—high on quality—they're the product of over a quarter century's experience in making fine electric hand saws. Fred W. Wappat-designed gears, turbine-cooled motors, simple, single-point lubrication increase efficiency and minimize off-the-job repair time and general maintenance. Hundreds of thousands of feet can be cut before a Fred W. Wappat Saw needs attention other than lubrication and blade sharpening.

You make all angle and grooving cuts—*fast*, with predetermined accuracy. Thanks to practical, field-proven balance, you get easy, fatigue-free operation, saving time and money on awkward, hard-to-reach cutting jobs. And, you cut a wide variety of materials—wood, transite, concrete, light gauge metals, etc.

Fred W. Wappat Electric Hand Saws are known as the saws that give a full day's work, even with inexperienced operators. They're versatile, fast, and *dependable*—*ask anyone who uses one!*

Model A-8"
2 5/8" cut
$115.00

Model A-9"
3 7/16" cut
$135.00

FREE TRIAL OFFER

It doesn't cost a penny to try a Fred W. Wappat Saw. If your dealer can't supply you, write direct. If you don't agree it's the best saw you can buy, simply return it—there's absolutely no charge!

PROOF of Fred W. Wappat EFFICIENCY

Best recommendations for Fred W. Wappat Saws come from our thousands of users. For example—the E. H. Latham Co. says, "On Puerto Rico drydock job, one Fred W. Wappat Saw saved $1,100.00 in labor costs alone!"

Fred W. Wappat, Inc.
135 Valley St., Mayville, N. Y.
(on Chautauqua Lake)



Rubber-insulated aluminum

STORM SASH

for metal casements at low cost

Patent Pending

DEALERS WANTED

Wilson storm panels are installed from the inside—they're interchangeable with screens. A hollow rubber gasket prevents transfer of cold from metal casement. 1" dead air space gives maximum insulation. You'll find the Wilson window will make friends wherever sold. Wilson storm windows available K D or completely assembled.

Rubber-insulated like your refrigerator door . . .

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LOW COST—HIGH PROFITS

STONEKOTE leads . . . All ways!

Churches, store fronts . . . brick, insulation board, wood siding . . . almost any type of building needs STONEKOTE. It beautifies as it insulates and strengthens.

Apply now for a dealer-distributor or a manufacturer-distributor franchise. Territories still available.

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STONEKOTE *Corp.*

2196 S. 93rd St., Milwaukee, Wisconsin

*Authority on request

Duty-Designed
FOR SMALL HOMES BY
TIMKEN
Silent Automatic

Now! A Timken Silent Automatic "Duty-Designed" Oil Boiler for Kitchen Installation!



Kitchen-Designed! It's specifically engineered for kitchen installation—eliminates the need for a utility room—makes extra kitchen space available!

Kitchen-Clean! Not only *just as clean* as other kitchen appliances, this beautifully simple, streamlined cabinet is *easier to keep clean!*

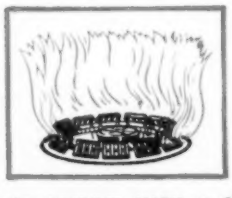
Kitchen-Quiet! It's so whisper-quiet you hardly know it's operating! The famous Wall-Flame is a natural-burning flame without blowtorch roar!

Kitchen-Compact! It's so ultra-compact it occupies no more floor area than other kitchen units. All equipment and controls are completely self-contained!

Here Is The Most Revolutionary Development In Modern Small-Home Heating!

The best in modern home heating equipment—priced to keep construction costs at a minimum—that's what you get when you specify Timken Silent Automatic "Duty-Designed" oil heating equipment for small homes! ☆ *Now* we proudly present the revolutionary new Timken Silent Automatic *KITCHEN-TYPE OIL BOILER*—designed to add to new home profits by completely eliminating the utility room! ☆ Finished in gleaming white—*for kitchen installation*—this extraordinary unit combines a house-heating boiler (fired by the famous Wall-Flame Oil Burner), instantaneous water heater, expansion tank, motorized circulating pump and complete automatic controls. Everything's enclosed in a counter-high cabinet topped by a space saving work surface. ☆ Here's the kind of *exclusive* product development that makes—and keeps—Timken Silent Automatic the leader in its field. A new descriptive folder is yours for the asking. Write for it—*now!*

Other "Duty-Designed" units include Hi-Furnaces, Hi-Boilers, Lo-Boilers, coil and tank-type Water Heaters, and standard-design Oil Furnaces.



HERE'S THE HEART OF EVERY "DUTY-DESIGNED" UNIT

The Timken Silent Automatic Wall-Flame Oil Burner—famous for savings up to 25% or more on ordinary fuel oil costs—has for more than 20 years been "The Accepted Standard" for quality and performance in automatic home heating.

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Silent Automatic
HEAT
OIL · GAS · COAL
TIMKEN SILENT AUTOMATIC DIVISION
The Timken-Detroit Axle Company • Jackson, Michigan

Accepted Standard
TRADE MARK REGISTERED

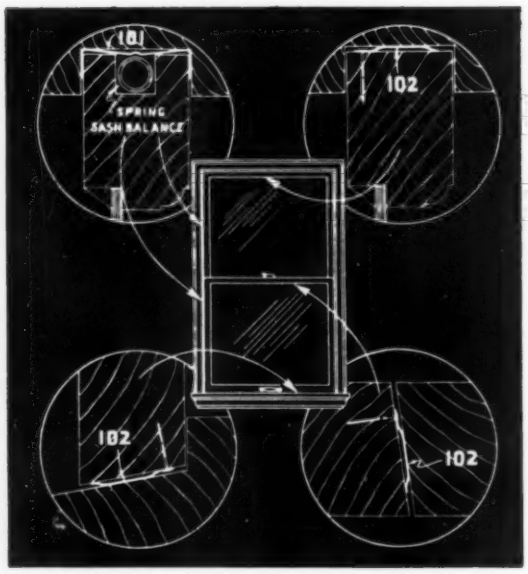
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Triple Seal

PATENT NO. 2172580

WINDOW COMBINATION



Thousands of dealers are now getting their TRIPLE SEAL requirements from these jobbers and many others:

American Sash & Door Co. Kansas City, Mo.
E. E. Bach Millwork Co. Minneapolis, Minn.
Bardwell-Robinson Co. Fargo, N. D.
Builders Wholesale Supply Co. Sioux City, Iowa
Carr & Moehl Co. Des Moines, Iowa
W. P. Fuller Co. Portland, Oregon
Houston Sash & Door Co. Houston, Texas
Indiana Wholesalers, Inc. Evansville, Ind.
Rock Island Lumber Co. Buffalo, N. Y.
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Texas Sash & Door Co. Fort Worth, Texas
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Many profitable trade areas still open. We welcome dealer and jobber inquiries.

SASH BALANCES AND SPRING BRONZE METAL WEATHERSTRIPPING

Complete Unit Carton Packaged—Any Size $3.50

SEE YOUR LUMBER DEALER

THE WEATHERPROOF PRODUCTS CORPORATION

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MAKE YOUR HOUSES SAY...

"I'm the Best Buy in Town"



Architect: W. F. Bowers, Orange, N. J.

When you finish your houses with Cabot's Collopakes, you give them added value. These non-fading House Paints have a rich, smooth, porcelain-like surface that always looks fresh and inviting.

32 attractive colors, many unique and obtainable from no other source, afford unlimited color combinations—enable you to give varied exteriors to a whole group of homes built from a single blueprint. Because no fillers or adulterants are used, the shades remain true.

WRITE TODAY! FREE Color Card!

SAMUEL CABOT, INC., 1024 Oliver Building, Boston 9, Mass.

Please send me a Collopakes color card showing such unique shades as Longfellow Yellow, Williamsburg Blue, Haddam Barn Red.

NAME_____

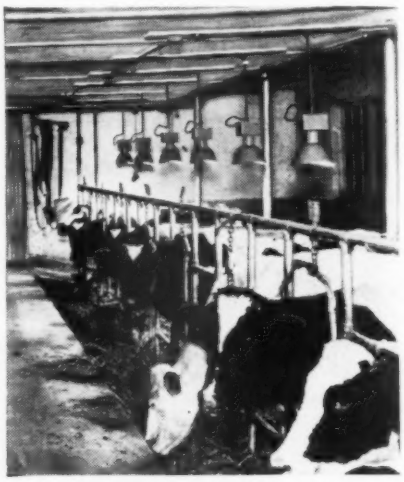
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CITY_____ STATE_____

DETROIT PUCLIC LIBRARY

New Cable Design For Farm Wiring

A new non-metallic sheathed cable for wiring of chicken houses, hatcheries, barns and other farm buildings where rot, fungus, ice, moisture from condensation and ammonia-laden air



CABLE application in cow barn



CHICKEN house with NE-o-Prene Cable

are frequently destructive factors is being manufactured by the National Electric Products Corp., Pittsburgh, Pa.

The manufacturers said that features of the new product, called NE-o-Prene Loomwire, are improved resistance to moisture, fire and rot, increased mechanical strength, a smaller diameter, simplified installation and a protective sheath of Neoprene.

Production of the farm cable starts with application to coated copper wire of the Neoprene rubber insulation. The two insulated conductors are spaced by a rubber separator into which twisted Fiberglas cords have been incorporated. Over conductors and spacer is a layer of Fiberglas braid. The outer sheath is of Neoprene.

The cable has the Underwriters' Laboratories, Inc., seal of approval for use up to 600 volts.

SHINGLE BUYER'S GUIDE

New Barrett Selling Manual Helps Salesmen Sell

MORE BARRETT* ROOFS

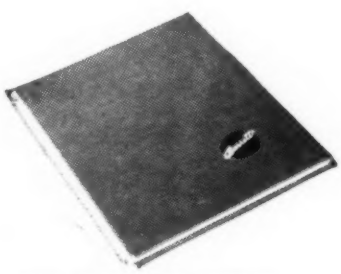


Typical of the kind of sales helps that are available to distributors of Barrett shingles is the new Barrett SHINGLE BUYER'S GUIDE.

It puts showmanship into selling—enables a salesman to make a convincing, dramatic sales presentation that any prospect can understand and enjoy—covers the whole subject of asphalt shingle roofs, and Barrett shingles in particular.

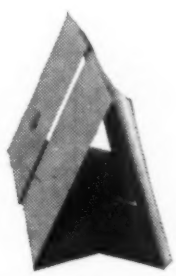
Profusely illustrated in many colors, including natural color reproductions of the Barrett shingles you sell. Users tell us that this is the finest tool for interesting prospects and closing sales they've ever seen.

Distributors of Barrett roofings can obtain copies from their Barrett salesmen. The price is only a fraction of the actual cost of production. Ask for full particulars.



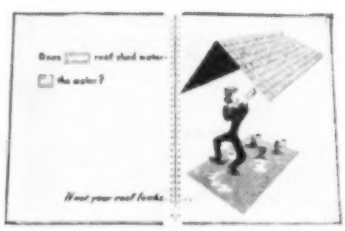
IT'S CONVENIENT

Folds to 8½ x 11 inches, weighs less than an ordinary novel and is just as easy to carry.



IT'S EASY TO USE

Easels on front and back swing out easily to hold 11 x 17 inch spread in proper positions for table presentation. No snaps or fastenings to worry about.



IT'S CONVINCING

Makes a logical, orderly presentation that keeps the sale right on the line—avoids missed points and misunderstandings.

THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
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Birmingham 8, Alabama

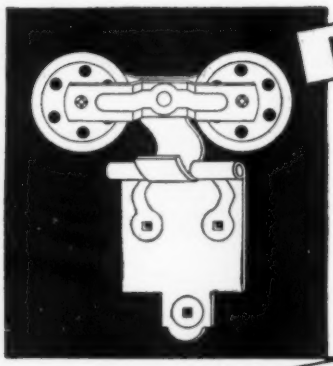
36th St. & Gray's Ferry Ave.
Philadelphia 46, Pa.

*Reg. U. S. Pat. Off.

Barrett*

HERE ARE CLOSE-UPS OF OUR "STARS"

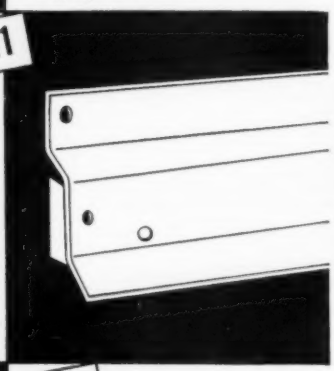
POPULAR GARAGE AND BARN DOOR HARDWARE



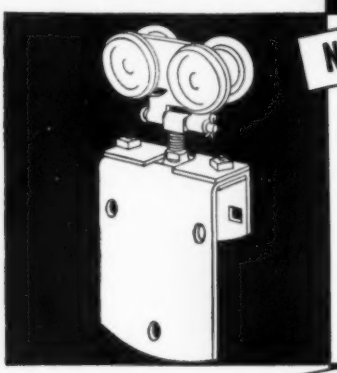
No. 1 **"GLIDE" HANGER**

Applied to *inside* of door . . . out of the weather . . . takes any thickness of door. You can't derail "Glide" Hangers. Have great strength because door is carried directly under center of Track. Smooth operating because of large wheels, roller bearing-equipped. For doors weighing up to 750 lbs.

"GLIDE" TRACK **No. 111**



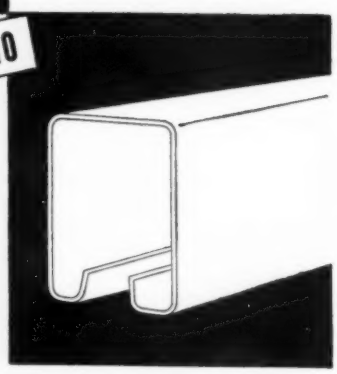
Track and cover in one piece . . . the original "water-shed" type. A patented telescope joint gives smooth continuous tread. Lag screws at 1 ft. intervals, hold Track securely to the building, *without brackets.* Top of door protected. For use with "Glide" No. 1 and No. 2 Hangers.



No. 61 **TROLLEY HANGER**

For doors weighing up to 350 pounds and from 1¾" to 2½" thick, Trolley Door Hanger No. 61 is tops. Set No. 62 includes pair of No. 61 Trolley Hangers, three track brackets, two end caps, and necessary bolts. Hanger has vertical and lateral adjustments, flexible joint allowing door to swing out.

TROLLEY TRACK **No. 110**



Trolley Track No. 110 is used with Hangers No. 61 and No. 62 Frantz Trolley Hangers. Any similar hanger may also be used with this track. For all average-weight barn and garage doors (doors weighing up to 350 lbs.). Made of 16-guage steel, it comes in lengths of 6, 8, and 10 feet.

Write today for details on the complete Frantz Line.

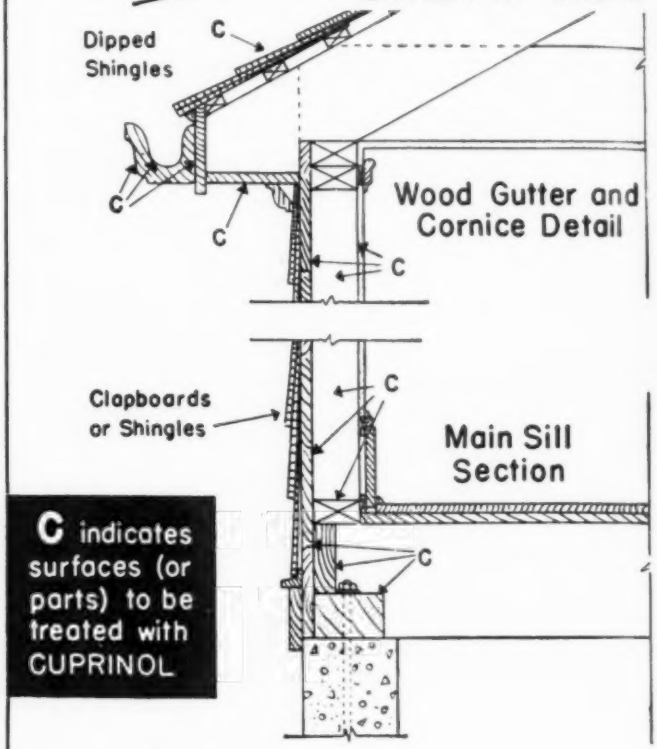
FRANTZ

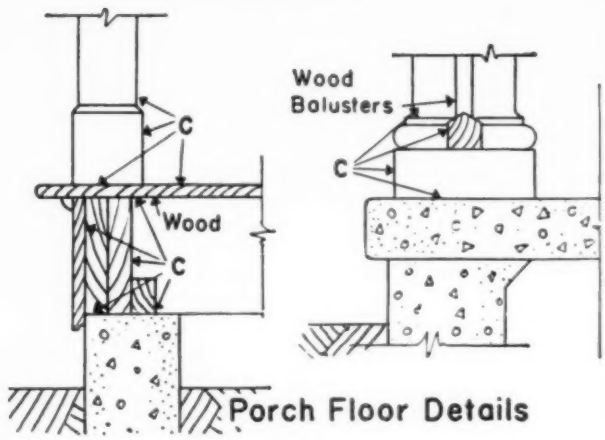
GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

EASILY APPLIED ON-THE-JOB

CUPRINOL® STOPS ROT





Porch Floor Details

Here are a few places where Cuprinol treatment gives long lasting quality to the wood. Use it always on sawed ends and bolt holes, even with pressure treated lumber; and on fitted millwork treat all the planed surfaces with Cuprinol — for Cuprinol is a surface applied water repellent that gives dimensional stability as well as protection against rot. Cuprinol forms a perfect bond between wood and paint and gives an excellent base for glazing. Keep it handy for every job. Ask your supply dealer, or write —

CUPRINOL Division, Darworth Incorporated
56 Maple Street Simsbury, Conn.



Beautiful Oak Flooring as Seen with Beautiful Contemporary.

How to build home-owner praise

There's one reason for putting oak floors in the homes you build that, in its importance to you, goes beyond the obvious advantages to a home-owner of beauty, durability, and economy.

This is the special pleasure people experience from oak grain's versatility in combining perfectly with other materials—from other woods to glass and metals, and with any motif from Victorian to modern.

Building with oak floors is bound to earn you the praise of home-owners who realize in their daily living those satisfactions you told them they would discover.

MEMO TO: Builders and Contractors

SUBJECT: Flooring FOR LOW COST HOUSING

You can now overcome the increasing sales resistance created by substitute flooring materials in low cost homes. Oak flooring, preferred by 85% of prospective home-owners, is now available in lower-priced, common grades.

Give the low cost homes you build the plus values of oak, and, at the same time, keep building costs down.

To help home-owners visualize the style and color adaptability possessed only by oak flooring, show them the new free 16-page booklet, "Planning and Decorating the most important side of a room." Send for your copies today.



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
814 STERICK BUILDING • MEMPHIS 3, TENNESSEE



MORE beauty at LESS cost

WITH

AZROCK

ASPHALT TILE

A full range of clear, sharp, solid and marbleized colors and a wide choice of sizes make the pattern possibilities of AZROCK Asphalt Tile almost endless—and though the installed cost of AZROCK is surprisingly low, it makes a floor of enduring beauty that will last a lifetime.

AZROCK Floors add to the value of any building—without adding to the cost!



For greaseproof floors . . . specify premium-quality AZPHLEX

Ask your AZROCK-AZPHLEX Dealer for complete information, or write on your letterhead direct to Dept. A,

UVALDE ROCK ASPHALT CO.

Makers of AZROCK and AZPHLEX Asphalt Tile

FROST BANK BLDG. SAN ANTONIO, TEXAS

Selling Science

(*Continued from page 74*)

calls from salesmen or the sales manager.

This entire promotion and sales program is financed on a budget of $300 per house. This covers all sales expense.

Selling effort does not end with Tandy & Allen when a house deal is closed. Thirty days after the buyer moves in a man visits the house to handle any complaints and see that anything which is the responsibility of the builder is disposed of satisfactorily. After another thirty days a second visit is made and thirty days after that a third call is made. This is the routine procedure, whether the buyer calls at the office or not.

The best advertising and sales program will never work, however, unless there is a product of quality and appeal to prospects. Tandy & Allen are conscious of this principle. Allen as the engineer, Gil Tandy as designer, and Norm Tandy as construction superintendent assisted by Herb Tandy, are constantly striving for even better design and quality in construction and equipment. As soon as a basic floor plan and design shows lagging interest, a new one is announced which hits the price range desired and blends architecturally with houses already in the community. As soon as a basic plan is annnounced and put in production, a new one is started by the designers. Only one plan is worked on the job at a time, although elevations and exterior finishes are varied.

The curvilinear streets are paved and curbed. Foundations are concrete block with a partial basement area containing the furnace and laundry facilities. Heat is provided by an oil-fired hot water boiler and convector system. The tiled baths with colored fixtures, glassed-in shower stalls, fireplaces, electric ranges and ventilating fans in kitchens, are standard in all houses. Floors are hardwood with linoleum in kitchens. Walls are plastered except in the den and lavatory where striated plywood is used.

Windows throughout are double-glazed hermetically-sealed Twindows with a number of them in various rooms mounted in special awning-type metal sash which makes it possible to open them for ventilation. Framing is conventional with all of it cut on the site with power equipment moved to locations convenient to the foundations.

The standard $17,500 price includes a fully landscaped lot with about eight inches of topsoil seeded for lawn and 15 to 20 shrubs planted. Lots are 100 by 105 feet.

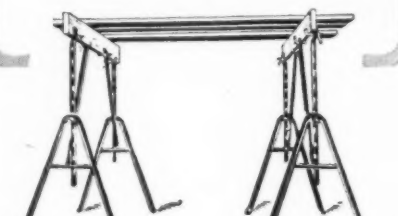
DO.....

ALL OVERHEAD WORK

This easy, low-cost way!



"Trouble-Saver" *Adjustable* STEEL TRESTLES



SAFE! STRONG! ECONOMICAL!



• *Details of the quickly-adjustable "Trouble-Saver" Steel Trestle.*

Builders, contractors, maintenance men and others save time, labor and material with "Trouble-Saver" Adjustable Steel Trestles. They're unequalled as a safe, sure, low-cost method of handling all overhead work under a wide variety of conditions.

Write for catalog "M" and complete information.

SIZES — SPECIFICATIONS, ETC.

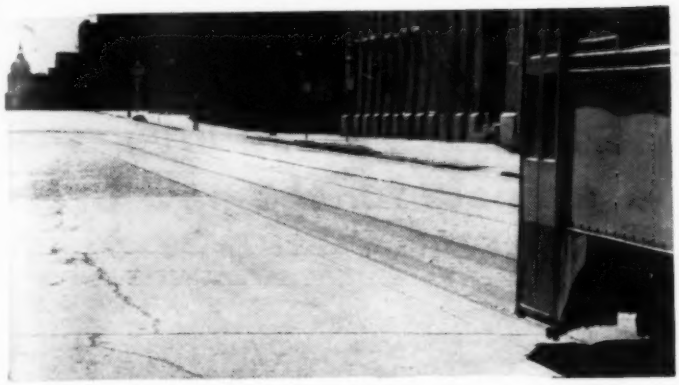
Size No.	Low Point	High Point	Number of Adjustments	For Working Heights
2	16"	22"	4	7⅓ to 7¾'
3	2'	3'	5	8 to 9'
3½	2½'	3½'	5	8½ to 9½'
4	3'	4¼'	6	9 to 10¼'
6	4'	6'	9	10 to 12'
8	5½'	8'	11	11½ to 14'
10	6½'	10'	15	12½ to 16'
12	7'	12'	19	13 to 18'

THE STEEL SCAFFOLDING CO., INC.

DEPT. AB

856 Humbolt St., Brooklyn 22, New York

Telephone: EVergreen 3-5510



Ten Years Ago...

A Decade of ATLAS DURAPLASTIC AIR-ENTRAINING PORTLAND CEMENT

in August, 1939, this concrete test paving was laid in Second Avenue North, Minneapolis. The badly scaled section of roadway in the background was made with regular portland cement. The foreground section, *laid at the same time*, was made with Atlas Duraplastic—the first commercial use of the air-entraining portland cement originated and developed by Universal Atlas.

Both sections, subjected to the severity of ten Minneapolis winters and to heavy applications of de-icing salts, are shown just as they appeared in July, 1949—convincing proof of the characteristic durability of Duraplastic concrete, of its high resistance to freezing-thawing weather and the scaling action of de-icing salts. Longitudinal structural crack shows some ravelling. Note perfect transverse joint.

Today.... Added Durability and Improved Appearance in structural concrete made with DURAPLASTIC*



Promontory Apartments, Chicago, Ill., nearing completion. Duraplastic used throughoutin concrete columns 12 feet deep with network of steel bars and beams. No sign of bleeding or segregation. Contractors report a smooth surface free of blemishes or air-bubbles. Architect: Pace Associates; Structural Engineer: Frank J. Kornacker; Contractor: Peter Hamlin Construction Company—all of Chicago.

From initial paving installations... to the first structural job... to beautiful, modern structural achievements like the one shown here, architects, engineers and contractors have come to rely more and more on the extra durability and improved appearance of concrete made with Atlas Duraplastic air-entraining portland cement.

In Duraplastic's rapid ten-year growth, its advantages have been applied to all types of mass and structural concrete—for foundations, walls, columns, and floors. It's ideal for slip-form, gunite, stucco and similar uses.

With Duraplastic, less mixing water is needed for a given slump. The resulting mix is more plastic, more workable, more uniform and cohesive. It's easy to place and finish. Water-gain and segregation are reduced. Surface appearance is improved and has higher resistance to the effects of weather-exposure.

For structural concrete needs of today and tomorrow, Duraplastic offers *better concrete at no extra cost*. It provides the precise amount of air-entraining agent interground with the cement for satisfactory field performance. It complies with ASTM and Federal Specifications, sells at the same price as regular cement and calls for no unusual changes in procedure.

Send for new free booklet, *"A Decade of Duraplastic Air-Entraining Cement." Write to Universal Atlas Cement Company, (United States Steel Corporation Subsidiary), Chrysler Bldg., New York 17, New York.*

OFFICES: Albany, Birmingham, Boston, Chicago, Dayton, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

**"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.*

AB-D-94

ATLAS DURAPLASTIC TRADE MARK REG. U. A. C. CO.

AIR-ENTRAINING PORTLAND CEMENT

MAKES BETTER CONCRETE AT NO EXTRA COST



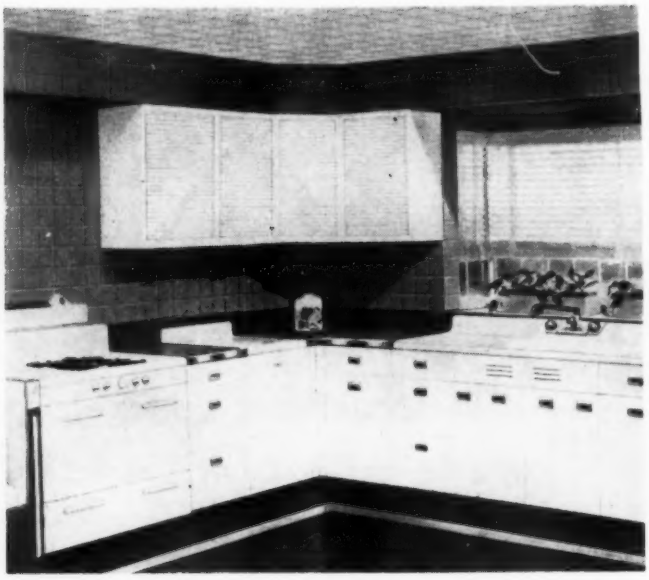
"THE THEATRE GUILD ON THE AIR"—*Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—NBC Network*

COMPARE FOR

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THEN RECOMMEND

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Individual Vikon Metal Tiles, in a choice of sturdy steel, aluminum or stainless steel, are the perfect answer to any decorating problem where tiles are called for. Ideal for use on both walls and ceilings in new homes, excellent for remodeling existing homes and apartments. These are featherlight, *individual* tiles. You order only the number necessary to complete the job. No waste. For the smartest of baths, kitchens, utility rooms, investigate the wonders of the metal tile of lasting beauty—VIKON.

- ***27 fade-resistant decorator colors and stainless steel***
- ***will not warp, crack or craze***
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VIKON TILE

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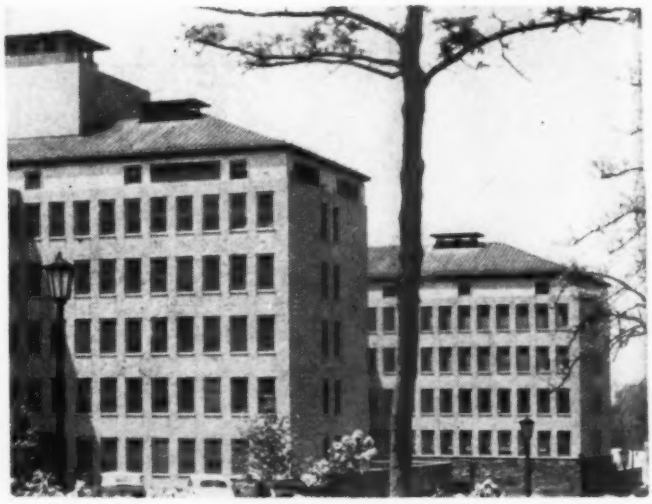
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"We recommended

LUMITE

as ideal for the new BELL plant."

RAY C. ORAM, *General Manager,*
Watson Manufacturing Company, Inc.
"Screen Specialists since 1889"



New Bell Laboratories Building at Murray Hill, N. J. —completely screened with LUMITE the year around!

"Its non-rusting, non-staining attributes and its resistance to severe weathering," continues Mr. Oram, "make Lumite a highly desirable installation . . . where the screens are expected to remain on the buildings all year 'round."

LUMITE is "highly desirable" for all installations, large or small. Not only is it *guaranteed* rustproof and stainproof, but it is unaffected by humidity, salt air or acid smoke. It never needs painting to prevent rust. It will never sag or bulge. Yet, with all these advantages, LUMITE gives something more—maximum screening efficiency and satisfaction *at a saving*. Lumite costs only 11½ to 12¢ per square foot, retail. Check on LUMITE today!

Sold through hardware, lumber and building supply dealers and screen manufacturers

FACTS FOR ARCHITECTS AND BUILDERS

Effects of acids, alkalies and solvents—essentially none.

Non-inflammable—LUMITE will not support combustion . . . is self-extinguishing. Softening point 240°F.

Tensile strength, ultimate (of filament)—up to 40,000 lbs. per square inch.

Impact strength—Greater than conventional screening.

Installation—Cut with ordinary scissors. Fold cut edges under ½". Tack or staple the screening smoothly and evenly every 1½". Because of inherent characteristics, LUMITE will gradually draw itself into a snug, firm fit.

For further information consult Sweet's File or write Dept. AB-5

LUMITE DIVISION, CHICOPEE MFG. CORP. OF GEORGIA
47 Worth Street, New York 13, N. Y.

*Registered Trade-mark

Guaranteed by Good Housekeeping

LUMITE*

woven saran screening

Don't Let Flush Door Dollars Pass You By!



For Money in Your Pocket on the Residential Market...

Roddiscraft HOUSEMART DOOR

If you don't handle flush doors, you're missing *one* out of every *three* door sales. Yes, recent independent surveys show that over thirty per cent of new home-owners prefer flush doors. Tap this great market with the lightweight *Roddiscraft Housemart Door.*

You can give your customers a *Roddiscraft* quality flush door, priced for residential buyers. With the *Housemart,* you offer them a door that stands out in any company. Smooth, easy-to-finish surfaces blend right in to every decorative scheme. *Roddiscraft's* exclusive accordion-type "bent-stressed" veneer core combines "solid core" strength with 50% less weight. The combination of dependability and beauty your customers want is built into every *Housemart Door.*

Your Roddiscraft representative will be glad to tell you more about the ways in which the Housemart Door can boost your sales and dollar volume, too. Immediate delivery from warehouse stocks.

Roddiscraft

RODDIS PLYWOOD CORPORATION

MARSHFIELD, WISCONSIN

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Detroit 14, Mich. .11855 E. Jefferson St.
Kansas City 3, Kan. 35-53 Southwest Blvd.
L. I. City, N. Y. Review & Greenpoint Ave.
Los Angeles 11, Calif. . 2860 E. 54th St.
Louisville 10, Ky...1201-5 S. 15th St.
Marshfield, Wis....115 S. Palmetto St.
Milwaukee 8, Wis...4601 W. State St.
New York 55, N. Y...920 E. 149th St.
Port Newark 5, N. J. ...103 Marsh St.
Philadelphia, Pa., Pier 5, N. Delaware Ave.
St. Louis, Mo.....4453 Duncan Ave.
San Antonio, Texas..727 N. Cherry St.
San Francisco 24, Cal. 345 Williams Ave.

here's how

PRESTILE

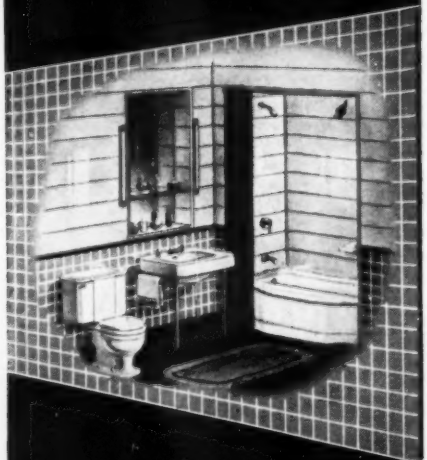
builds profits

CONSISTENT QUALITY
baked in; long lasting beauty . . . tougher, more durable finishes . . . non-chipping . . . permanent high gloss.

COMPLETE LINE
choice of 5 different patterns and 9 color combinations.

MERCHANDISE HELPS
free trade samples . . . complete ad mat service . . . dealer display boards . . . smart packaging.

NATIONAL ADVERTISING
seen by millions in such magazines as Better Homes & Gardens, House & Garden American Home.



PRESTILE
"Its Lasting Beauty is Baked In"

Free
Clip this handy memo to your letterhead and mail today!

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Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard."

Your Name.....

DETROIT PUBLIC LIBRARY B

Booklet Lists Carpentry Apprenticeship Standards

A new edition of the booklet "National Apprenticeship Standards for Carpentry Apprenticeship" has been published by the Bureau of Apprenticeship of the U.S. Department of Labor. The standards were formulated, with the bureau's assistance, by the National Joint Carpentry Apprenticeship Committee, representing the Associated General Contractors of America and the United Brotherhood of Carpenters and Joiners of America.

The booklet contains two parts. The first part outlines the provisions of the national standards and the second explains in detail how these standards may be adopted locally by employer and labor groups.

Included in the publication are: an explanation of the term of apprenticeship; on-the-job work schedules; supplemental classroom instruction; qualifications for apprentice training; individual apprenticeship agreements; certificates of completion of apprenticeship; organization and functions of local apprenticeship committees; registration of apprenticeship programs; and agreements with state agencies or the national bureau. The booklet lists both regional and field offices of the Bureau of Apprenticeship.

Insulite Develops New Dealer Sales Aid

A new sales aid—an album of insulating siding application photographs—is being made available to dealers at cost by Insulite Division of Minnesota and Ontario Paper Co., Minneapolis, Minn.

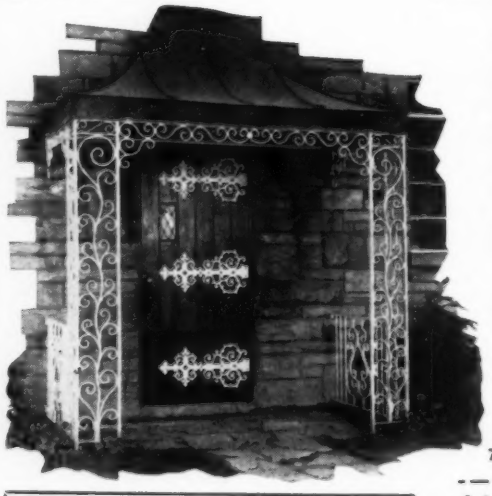
The album, which measures 9x11 inches, has an embossed cover of black fibre and ten transparent sleeves which accommodate up to 20 photographs. It contains 15 different 8x10 inch glossy photographs of prize applications of shake, shingle, stone and brick design insulating siding.

Insulite officials said that the photograph albums were developed after field research had revealed that dealers frequently required the realism of actual photographs to close sales. Full details about the albums may be obtained by writing the firm at 500 Baker Arcade Building, Minneapolis, Minn.

Bankers Hold Exhibit

The Mortgage Bankers Association of America's ninth annual exhibit of products and services related to housing and real estate financing was held in September at the Palmer House, Chicago, in connection with the organization's 36th annual convention.

Art in Iron



Artcraft produces the finest, most exacting custom-made ornamental iron work from specifications at amazingly low cost. This is in addition to our regular, low-priced, stock ornamental work. Write today for more information, or send specifications direct.

Delivery: Two weeks for custom work; Immediate delivery for stock items.

Terms: Payment with order or C.O.D.

Artcraft Ornamental Iron Co.
710 E. Hudson Street, Columbus 11, Ohio

Artcraft manufactures:
Fireplace Equipment—Railings—Grills—Balconies—Marquee—Theatre Lighting—Steel Stairs—Gates—Fire Escapes—Hoods—Drapery Rods—Metal Furniture—Church Lighting—Sign Brackets, plus all kinds of architectural metal work. Write for information.

FREE: New 40-page catalog, "ART IN IRON" showing Artcraft's latest in custom and stock work, with complete prices, is just ON the press. Write for your copy, or fill in attached coupon and mail today.

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Take a tip from America's "Look-Ahead Builders"...
Make Bendix a part of your blue-print from now on!

Home-buyers today have a new eye for home value. They want extras. Extra comforts. Extra value. Extra convenience.

That's why America's biggest builders erect projects with a Bendix automatic Washer and, in many cases, a Bendix Dryer already installed. These are the inexpensive extras that sell *your* units fast—and first!

Want more information? Get in touch with your Bendix distributor.

The Bendix De Luxe—For permanent installation in laundry or utility room.

Beautiful, durable, practical. Washes, rinses 3 times, damp-drys. Known to more women, wanted by more women than any other washer in its price class. This is your washer for permanent installation. Especially if your plans leave room for a matching Bendix Dryer.



The great Bendix "Economat"—Ideal for small homes, duplex projects or apartments.

Here's the amazing new Bendix automatic that America's gone wild about. Washes, rinses, squeeze-drys—fits anywhere in home or apartment. Never needs bolting down. Widely advertised—nationally known. An asset that's worth many dollars to you, especially if you're building multi-dwelling units!



America's blue-chip builders use Bendix equipment as part of a "package deal"

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BENDIX
automatic
Home Laundry

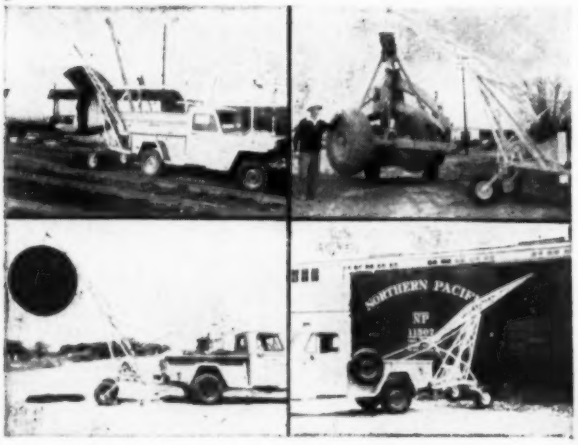
BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, INDIANA • ***Makers of Bendix automatic Washers, Dryers and Ironers***

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CMC HAN-D CRANE



SOLVES HANDLING PROBLEMS AT LOWEST COST!



"Ingenious—never saw anything like it," is how they're describing the new CMC HAN-D CRANE. Advanced method of counterbalancing and utilizing the weight of the towing vehicle is making CMC HAN-D CRANE a great saver of time and money in literally hundreds of ways.

- Lifts up to three tons depending upon weight of prime mover.
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- New easy method of coupling to tractor or Jeep power take-off cuts attaching or removing time to minutes!
- Ideal for unloading boxcars—changing tractor tires—servicing heavy equipment—handling all kinds of heavy and bulky equipment.

You need a new CMC HAN-D CRANE. Write today for illustrated folder and prices.

CONSTRUCTION MACHINERY CO'S.
WATERLOO, IOWA, U.S.A.

RAYNOR
THE UP AND OVER GARAGE DOOR

Model R-120 Is An Outstanding Achievement in DOOR DESIGN



LIGHT and easy to operate---Raynor Model R120 is constructed with heavy duty hardware and Raynor Graduated Seal to assure durable, dependable service.

For additional eye appeal Raynor Doors are available in beautifully machine tooled, raised panels.

Model R120 is typical of the rugged, long lasting design and construction built into every Raynor Door.

GRADUATED Seal

Contact your nearest Raynor representative or write direct for complete dealer and distributor franchise information.

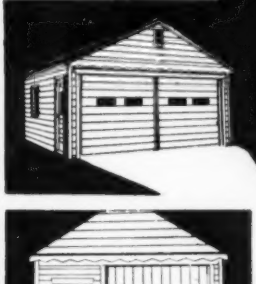
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RAYNOR MANUFACTURING CO.
DIXON, ILLINOIS

LIKE A TEETER-TOTTER...



Tilt-a-Door ALL METAL ALUMINUM
operates with
• NO SPRINGS
• NO TRACKS
• NO NOISE



. . . JUST A SIMPLE TILTING ACTION
Aluminum construction is unaffected by weather. No sticking, warping or freezing. Nothing to get "out-of-order" . . . Nothing to wear out. Noiseless, sturdy and smart. Simple installation.

Exclusive areas available to Dealers and Distributors

TILT-A-DOOR CORP., DEPT. "A"—468 EAST NINE MILE ROAD—DETROIT 20, MICHIGAN
Please send me detailed information on your Aluminum Garage Door.
I am a Distributor ☐ Dealer ☐ Builder ☐ Architect ☐ Home Owner ☐
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NOW a WELDWOOD Flush Veneer Door with Solid Lumber Staved Core

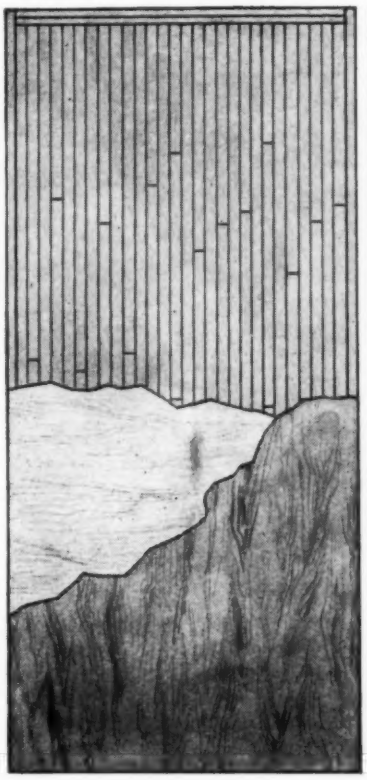




Figure on extra durability, utility, dimensional stability and modest cost when you include the WELDWOOD *Solid Lumber Staved Core* Flush Veneer Door in your plans.

On your next job—you can plan on obtaining lifelong beauty and satisfaction by specifying this WELDWOOD Door, whether for interior or exterior use.

The Solid Lumber Core gives the door a real feeling of solidity. At the same time the door is substantially lighter than other doors of similar type. Available with face veneers of all the popular species, the WELDWOOD Flush Veneer Door gives you the rich beauty of real wood.

The thoroughly seasoned and kiln-dried basswood lumber laid on edge in staved construction makes the door dimensionally stable—no warping and twisting. And because 100% waterproof phenolic resin glue is used, the door is perfect for either interior or exterior use.

This WELDWOOD Door lends itself especially to cutting light or louvre openings in the field. Or you can obtain the door on order with the openings already prepared.

The addition of this Solid Lumber Staved Core Door complements the present line of popular WELDWOOD Flush Veneer Doors, including the *WELDWOOD Standard Door (with incombustible mineral core)* and the *WELDWOOD Fire Door* which carries the Underwriters' Class "B" Label. Write or contact our nearest branch for full information on the complete assortment of Weldwood Doors.

UNITED STATES PLYWOOD CORPORATION

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Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, East Hartford, High Point, Indianapolis, Los Angeles, Milwaukee, Newark, New Hyde Park, N. Y., New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, Spokane, St. Paul, Toronto. Also U.S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Louisville, New Orleans, San Antonio, St. Louis, Tampa. *In Canada:* United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Everything Points to



CHROMEDGE*

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Metal Trims



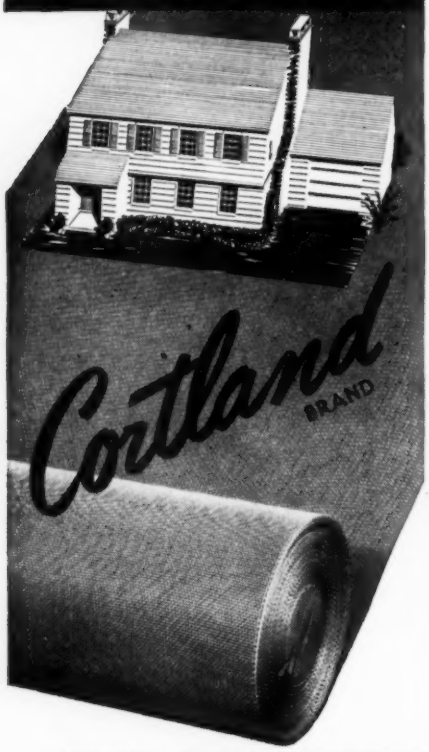
for dependable, controlled quality...wider choice of shapes and sizes... prompt local service from complete stocks.

The B&T Metals Co.

COLUMBUS 16, OHIO

*CHROMEDGE METAL TRIMS ARE MADE ONLY OF ALUMINUM ALLOY OR OF STAINLESS STEEL

FOR LASTING PROTECTION



INSECT WIRE SCREENING

There is no screening like wire screening for lasting protection in window, door, and porch screens. Cortland Brand wire screening keeps the pests out and gives years of dependable service. Wire screening will not burn or sag; takes a minimum of tacking for a smooth, tight job; and it gives added security to windows left unlocked.

Cortland Brand wire screening has been tested under all conditions since 1873. For sure satisfaction specify Cortland Brand insect wire screening whenever you install new or replace old screens. There is a Cortland Brand wire screening for every purpose made to full compliance with U. S. Bureau of Standards specifications for steel, bronze, and aluminum wire:

Cortland Gray Wick - Popular all-purpose grade steel wire, electro-coated and enameled against corrosion.

Cortland Bronze - Special alloy wire, rustless, and not affected by salt air, acids, or gases.

Cortland Aluminum - Lightweight Alclad aluminum wire can't rust or stain.

Wire - Poultry Netting - Nails - Wire Screening

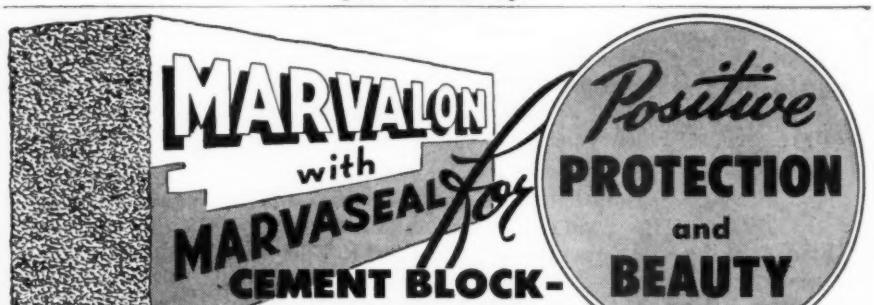
WB Cortland BRAND

Wickwire Brothers, Inc., Cortland, N.Y.

Armstrong Policy Committee Meets



MEMBERS of the 1949 Armstrong Cork Co. Building Materials Division policy committee are shown above at their first session of the year in the Armstrong general office in Lancaster, Pa. The representatives were elected by fellow wholesalers at the Building Materials Division convention in May, under the program established in 1948 for the purpose of building and maintaining a firm wholesaler-manufacturer relationship through joint discussion of problems. Left to right, standing, are: W. B. Johnson, Delmarva Sash and Door Co., Lancaster, Pa.; R. K. Becker, Ohio Valley Hardware and Roofing Co., Evansville, Ind.; H. R. Peck, vice president and general manager of Armstrong Building Materials Division; P. L. Ullom, Sweetwater Sash and Door Co., Sweetwater, Texas; J. O. Sampson, assistant manager, Armstrong Lumber Dealer Products Department. Sitting: Miss Alice Johnson, Armstrong secretary; J. V. Jones, chairman of the committee and manager, Armstrong Lumber Dealer Products Department; R. L. Bardwell, Bardwell-Robinson Co., Fargo, N.D.; and F. B. Menger, Armstrong general production manager



and OTHER POROUS BUILDING MATERIALS

Here is the answer to fill the needs of the most porous building materials. Not a water mix . . . Marvelon is a great, new, oil-base coating that comes in several beautiful colors. One coat when used over the oil-base filler Marvaseal, assures ease of application and a beautiful water repellant surface.



MARVASEAL seals the largest pores

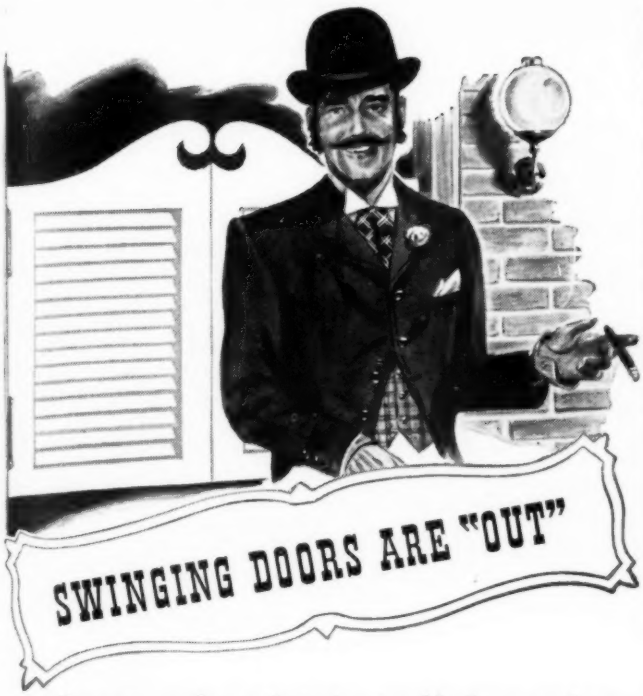


MARVELON adds beauty as a finish coat

For further details write

The AMERICAN ASBESTOS PRODUCTS CO.
Cleveland 2, Ohio

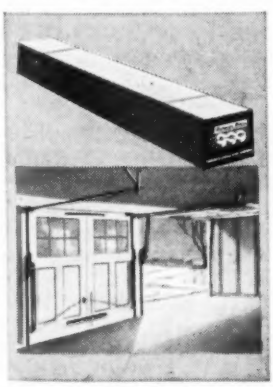
Manufacturers of a Complete Line of Protective Surface Coatings



For garage doors that give trouble-free service . . . specify RICHARDS-WILCOX 999 Garage Door Hardware

For many years, leading architects and builders have agreed that Richards-Wilcox Door Hardware is the world's finest. Now, with the new line of R-W 999 Garage Door Hardware, out-dated, troublesome swinging garage doors can be converted quickly and easily into the modern, overhead type.

Overhead garage doors hung with R-W 999 Hardware are weathertight, the easiest to operate, and they "stay put." And R-W 999 Hardware comes *complete*—in one convenient kit—with everything needed for installation and operation.



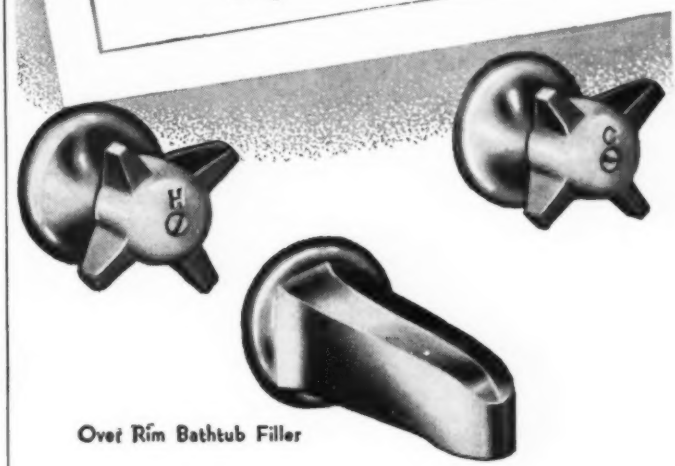
For further information, simply call or write the nearest Richards-Wilcox office. Ask for free folder with complete facts about R-W 999 Hardware—your surest cure for garage door grief.

1880 LEADERS IN DOOR HARDWARE OVER 69 YEARS 1949

Richards-Wilcox Mfg. Co.
"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A.
Branches: New York Chicago Boston Philadelphia Cleveland Cincinnati Washington, D.C. Indianapolis St. Louis New Orleans Des Moines Minneapolis Kansas City Los Angeles San Francisco Denver Seattle Detroit Atlanta Pittsburgh

RICHARDS WILCOX R-W AURORA Reg. U. S. Pat. Off.

Universal-Rundle announces
LUXURY-TRIM
A LINE OF SUPERIOR
CHROME-BRASS FITTINGS
. . . worthy of your most confident handclasp



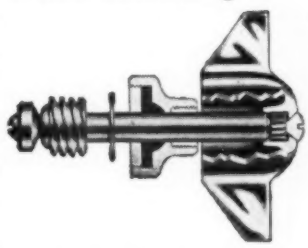
Over Rim Bathtub Filler

Universal-Rundle takes great pride in introducing a new and distinctively designed line of Chrome-Brass Fittings . . . aptly named LUXURY-TRIM.

Perfectly proportioned to match U-R's bathroom and kitchen fixtures, Luxury-Trim wears a competitive price tag that will give it mass sales appeal.

You'll appreciate the easy installation and servicing features of Luxury-Trim. Your customers will like the graceful, modern design and the full-bodied quality, never before offered at such low prices!

You'll want to stock the entire line. Write today for complete information on Luxury-Trim, the new, the superior Chrome-Brass Fitting!



Extra deep broachings insure longer service without replacement of handles or stems.

Stems made from brass rod are stronger, less likely to wear!

Large double Acme threads wear longer, track better, seat more firmly!

SUPERIOR CONSTRUCTION

The entire line of Luxury-Trim fittings for lavatories, sinks, bathtubs and showers is made with Red Brass Castings!*

Triplate Chrome exterior (copper on brass, nickel on copper, chrome on nickel).

Recess housing keeps seat washer from spreading!

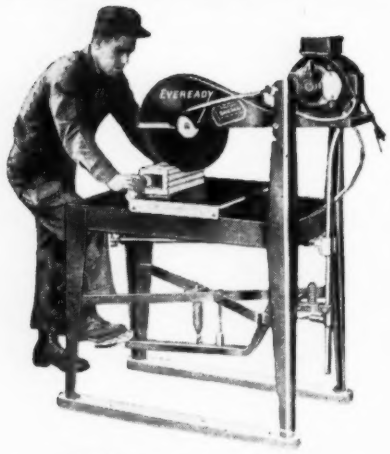
Parts are easily accessible and may be replaced separately without detaching the complete unit.

*Red Brass is 80% or more copper—much tougher and stronger than yellow brass used in ordinary fittings.

Universal-Rundle
corporation
NEW CASTLE, PENNSYLVANIA

PLANTS IN *New Castle, Pa.; Camden, N. J.; Milwaukee, Wis.; Redlands, Calif.*

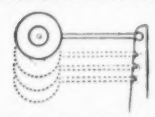
Your COSTS COME DOWN with EVEREADY BRIKSAW



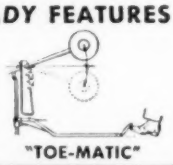
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Lowest masonry cutting costs are yours . . . you can actually save the cost of your EVEREADY BRIKSAW on 1 job and you can do better work faster because BRIKSAW has these . . . .

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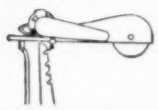


"ADJUSTA-HEIGHT"

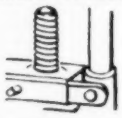


"TOE-MATIC"

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WET OR DRY CUTTING

Take your choice . . . change in a second from dry cutting to *dustless* wet cutting. 4 seconds to adjust cutting head height with "Adjusta-Height"! Blade pressure automatically adjusts to hardness of material. "Toe-Matic" provides instant head angularity control. 21 seconds to remove cutting head, instant portability.

CUT ANY MATERIAL IN 4 TO 21 SECONDS



TILE BRICK PIPE CONCRETE GLASS

Abrasive blades for dry or wet cutting. Diamond blades for wet cutting. A blade for ANY job

EVEREADY slices through ANY material ANY SIZE in seconds . . . wet or dry. Can be bought equipped originally for dry cutting. **Later inexpensive wet cutting kit can be installed** in a few minutes.

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Without obligation send information on EVEREADY BRIKSAW and blades for cutting . . .

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Find Attractive Awnings Speed Sale of Houses

The sale of newly-constructed homes has been speeded in many cases recently by inclusion of colorful canvas awnings, the National Cotton Council has reported.

A typical case in which sales appeal was created by addition of the awnings was that of John L. Moravec, a St. Paul, Minn. contractor. One Moravec house, priced at $14,000, had remained unsold for a number of weeks when the contractor arranged for the installation of four green and white striped awnings at a total cost of $59.60. The house sold immediately, at the full $14,000 price.



AFTER $14,000 home shown above had been on the market for several weeks, canvas awnings were added and it was sold immediately

Moravec had awnings installed on some of his other homes—the cost in each instance being less than $100—and almost immediate sales resulted.

Asphalt Tile Group Issues Color Classification Chart

A color classification chart designed to clarify to the trade the various manufacturers' color designations has been issued by the Asphalt Tile Institute. The 15 most widely used colors are listed on the chart. It does not represent the complete color lines of any of the manufacturers.

An example of how colors are classified by the chart is shown in the varied designations of asphalt tile with buff as its basic color, mottled with white and brown. Designation by Duraflex Corp. is 3-144; by Hachmeister, Inc., CM-23; Hood Rubber Co., C-755; Johns-Manville Corp., C-123; David E. Kennedy, Inc., C-221; Sloane-Blabon Corp., C-452; Tile-Tex Co., Inc., C-767; and Uvalde Rock Asphalt Co., C-51. The same procedure is used with all 15 colors listed.

Carrying A.I.A. File No. 23-D, the chart has been sent to government and other agencies interested in asphalt tile.

Single copies may be obtained without charge from the Institute, 101 Park Ave., New York 17, N.Y.

FOURTH EDITION

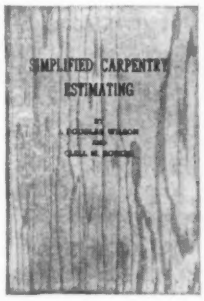
SIMPLIFIED CARPENTRY ESTIMATING

By J. DOUGLAS WILSON

Coordinator, Apprentice Education, Carpentry and Cabinet Making Los Angeles City Schools Los Angeles, California

and CLELL M. ROGERS

Mathematics Instructor, Venice High School, Venice, California



A practical text on carpentry estimating, covering rough lumber, finish lumber and hardware, in which the parts of a house are analyzed under six main divisions. Material lists, short cut rules and tables supplement the text and guard against anything being overlooked in making up the final estimate. Valuable information is given for making labor time estimates.

While designed as a beginner's text the Fourth Edition is complete enough for the use of builders and lumber dealers. Simple arithmetical methods for accurate estimating, are given. Helpful tables that save much time in figuring and a full index make the book suitable for quick reference in the shop or on the job.

Contents

Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Interior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry mensuration, Mathmatical Reference Tables. Stair Estimating. Index. 1948. 4th. 288 pages. 123 illustrations, 60 tables, 5x7, $3.00.

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Highly accurate, amazingly rugged, the Universal Level-Transit does all survey and check-up operations in building and road construction!

Quickly convertible from level to transit, its novel type of design protects parts which were formerly exposed to damage and inaccuracies. Other features include: a patented ball-bearing race, lock and release lever system, and perfect alignment adjustments.

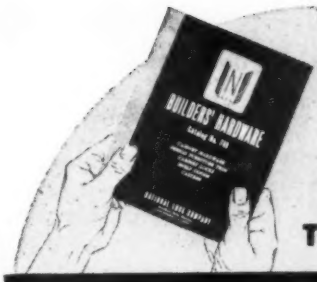
12" Telescope, 25 power, horizontal guarded circle, Verniers to 5 minutes, Vertical arc, 3".

Write today for full details and free booklet "How to lay out building lots."

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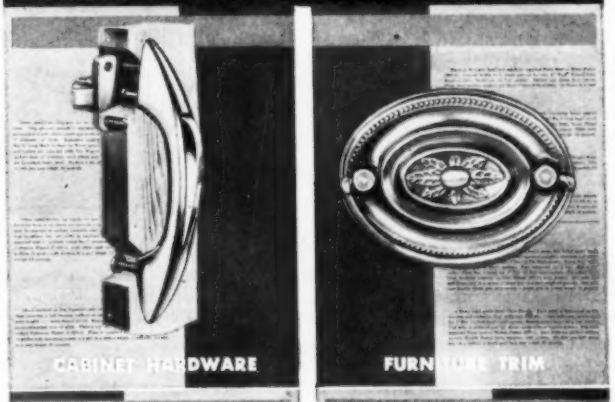
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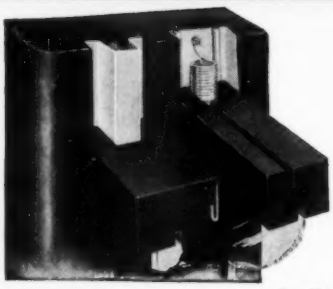
Shown are four of the numerous Builders' Hardware items presented by NATIONAL LOCK in this new, all-inclusive catalog. Here's an unlimited source of increased sales volume . . . and PROFIT. If you have not received your copy, write us today.

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SASH BALANCE and WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.

Slash Labor Costs!

Simple installation allows one man to easily install 30 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

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IDEAL FOR PRE-FIT WINDOWS
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Rapid Building Technique Used on Tacoma Warehouse

Walls and roof framing for a recently-constructed 50x100 foot Tacoma, Wash. warehouse building 20 feet high were erected in six hours on a previously completed concrete floor and foundation work. The speedy operation was made possible by building of the four side wall and two gable wall sections on the ground and then lifting them in place with a crane.

The entire job of fabricating the wall sections and lifting them in position was finished in a five-day work week.

Four Weyerhaeuser Timber Co. Monochord roof trusses of 50 foot length were used in the building, which is to be occupied by the Cavanaugh Lumber Co. of Tacoma. Contractor Roy T. Earley handled the concrete foundation work and the details of fabrication and crane lifting.

On the first day of the work week a small crew of carpenters began nailing drop siding on wall studs laid on the concrete floor. Next, doors, window openings, lintels and headers were framed into wall sections and metal flashings put in place over openings. The large timber columns were built into the wall framework. Fabrication of the two gable end wall sections and four side wall sections, each 50 feet long and 20 feet high, was accomplished in four working days.

Starting the fifth day, a mobile crane lifted the rear gable wall to an erect position. It was held with braces running diagonally to stakes in the ground. Four wall sections were then raised and thoroughly nailed together at building corners.

The four Monochord trusses were next raised and purlins put in place. It required about half an hour to lift and place each truss, and bolt the connecting purlings in position. The last end wall section was raised into position about 3 P.M.

Minneapolis-Honeywell Has New North Coast Manager

Promotion of Wayne McCarthy to the position of North Coast regional manager of the Minneapolis-Honeywell Regulator Co. has been announced by Thomas McDonald, the company's vice president in charge of sales.

McCarthy, a native of Helena, Mont., attended the school of Mines at Rapid City, S.D. and the University of Minnesota, where he majored in mechanical engineering. He spent five years in the contracting business at Mitchell, S.D. before joining the Honeywell sales organization in 1937.

Here is A REAL HEAVY-DUTY 6" POWER SAW!



New BRADFORD

MODEL 160

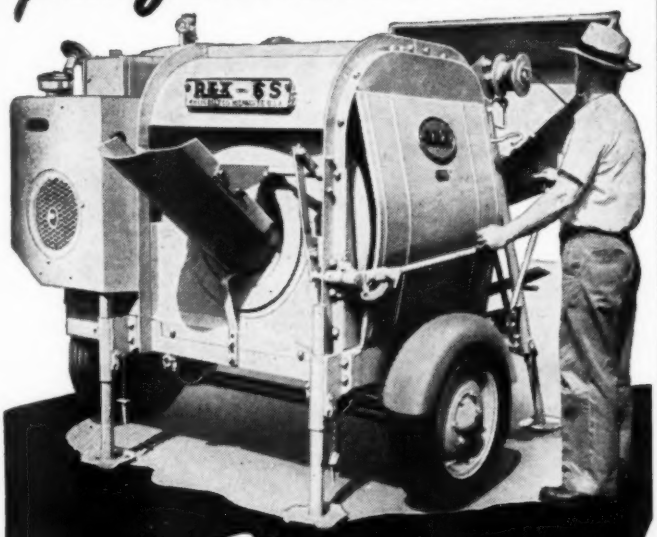
- Only $59.50
- 2" straight cut, maximum; 3/4" minimum
- Bevel cut at 45°, 1 1/4" maximum; 3/8" minimum
- Net weight 10 lbs. 4 oz.

THIS new Bradford 6" Portable Electric Saw is ruggedly constructed and fully powered to take on the toughest sawing jobs! Use of highest quality materials throughout assures carpenters, contractors, and maintenance men YEARS of cost-saving service. Powerful 110 volt AC/DC motor. All ball bearing construction. Helical-cut hardened gears. Compact, streamlined, BALANCED design gives greatest accuracy with least effort.

Ask your Bradford distributor to demonstrate this precision-made tool—it's today's outstanding power saw buy! Write for bulletin giving complete specifications.

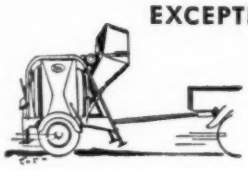
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673 Evans Street—CINCINNATI, OHIO
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with the *New*
REX 6-S MIXER

EXCEPTIONAL PORTABILITY



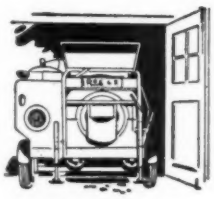
for fast moving to fast spotting on the job. Perfect balance and low center of gravity assure fast, safe towing. Hitch is easily made. Tow pole is detached by simply removing a pin. One man can spot it.

MAXIMUM OPERATING CONVENIENCE



for fast operation at the end of the day as well as the start. Grouped controls swinging through short arcs cut operator fatigue. Skip clutch, brake, water valves and discharge controlled without moving from one spot.

LOW OVER-ALL HEIGHT . . .



only 87 inches with skip up and 72½ inches with skip down . . . permits working in restricted areas and allows for plenty of headroom for parking in garage or other buildings.

PLUS rugged, long-lasting construction, accurate water system, fast, thorough mixing, streamlined "shimmy skip" that gets all the batch into the drum *fast,* chain drum drive, outside pivoted discharge chute and many other time-saving, profit-making features.

For all the facts, send for your free copy of Bulletin No. 480. Chain Belt Company, 1689 West Bruce Street, Milwaukee 4, Wis.

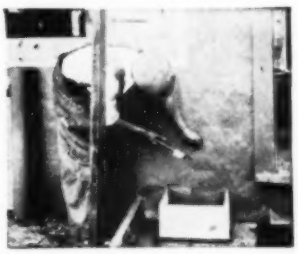
REX **CONSTRUCTION MACHINERY**

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YOU INCREASE QUALITY AND REDUCE COSTS
with all three
SISALKRAFT PRODUCTS

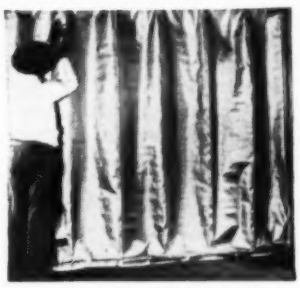
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SISALKRAFT is the best sheathing paper that money can buy! Costs very little more than ordinary tar paper . . . but it costs less to apply it. Use Sisalkraft over sheathing . . . as a vapor-barrier (FHA-approved) . . . under wood flooring . . . over sub-fill (under concrete slabs) . . . under radiant heated or concrete floor slabs.



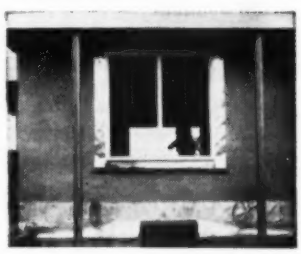
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At about $25 per 1000 sq. ft., Sisalation saves 50% or more, compared with other types of insulation. Sisalation costs less to apply. Provides both sidewall insulation and vapor-barrier (FHA-approved). Lining attics with Sisalation makes them more livable and attractive. Highest quality construction at low cost!



3. COPPER ARMORED SISALKRAFT

For only about 75¢ per window opening, you can get this pure copper flashing. Highest quality, enduring protection . . . for flashing door and window openings, foundation damp-coursing, ridge roll and other flashing, waterproofing shower stalls . . . and other flashing uses.



See Sisalkraft Insert in Sweet's BUILDERS' File

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I am ☐ ARCHITECT ☐ CONTRACTOR ☐ OTHER.....
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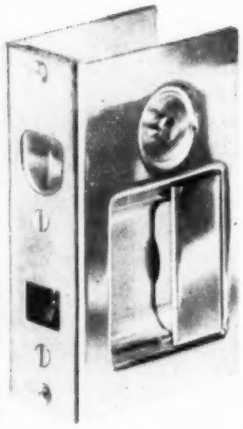
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QUALITY LOCKS

from ADAMS-RITE

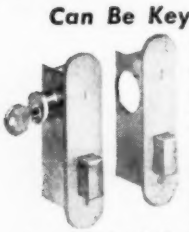
THE ORIGINAL RITE-LOCK® for SLIDING DOORS



Single assembly easily installed by simple cut-out, even in narrow stiles. No mortising. 3 types fit doors 1⅛"—2" thickness, with a ¾" wardrobe type. Thumb button, emergency, 5-pin tumbler cylinder or latch type may be had interchangeably. Exterior parts solid brass. Escutcheons measure 4½" x 2⅞".

MINIMUM BACKSET DEADLOCKS FOR STANDARD CYLINDERS

Can Be Keyed to Any Job



For narrowest extrudea aluminum, structural steel and wood stiles Series 970 Deadlocks for standard cylinders have 13/16" backset, 1 7/16' depth. Fifteen other standard backsets to 1¾". Series 980 identical except for ¾" dia. pin tumbler cylinder and 15/16" backset. Rugged steel and brass construction, armored bolt with ⅝" throw, bronze or aluminum face and strike. Radius, flat and bevelled faces interchangeable.

TEMPERED GLASS DOOR DEADLOCK



Takes the place of 2 locks. Has single or double bolts and 1 or 2 cylinders. Handle operates bolts in sequence, cylinder locks handle. Designed for and can be installed in any tempered glass door top or bottom channel. 4 sizes: 1-15/16" High x 1-13/32" Wide.

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Operates by cylinder from one or both sides. Fits all standard cylinders with adapter cams furnished, (specify when using Yale or Sargent cylinder). Solid bronze face, strike & bolt. Heat treated aluminum alloy case. Use your own cylinders and trim. Also used as jimmy-proof lock.

Also—Adams-Rite Solid Brass Sliding Door Flush and Edge Pulls, Surface and Jamb Bolts and Ball Latches

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MANUFACTURING COMPANY
540 W. Chevy Chase Dr., Glendale 4, Calif.

House for Heating Studies Sponsored at Ilinois U. By Warm Air Association

A study of warm air heating systems suitable for low cost homes, sponsored by the National Warm Air Heating and Air Conditioning Association, will be made this winter by the Small Homes Council of the University of Illinois. It will be a part of the warm air heating research program maintained by the association at the University's engineering experiment station for the past 30 years.

Being built for the study is a five room basementless house, typical of those now selling, with lot, for from $9,000 to $10,000. It was designed by William H. Kapple, assistant professor of architecture. Of standard frame construction, the house will measure 32 feet by 29 feet and will consist of a living-dining room, kitchen-utility room, two bedrooms and bath.

Floor construction will be of a four inch concrete slab, poured over four inches of gravel fill, with a vapor barrier between the gravel and the slab. The slab will be insulated with one inch thick rigid insulation, located between the slab and the foundation, and extending downward one foot from the top of the slab.

Three heating systems will be studied during the winter—a gravity warm air system with high side wall registers in each room and two return air grilles in the utility room walls; a warm air winter air conditioning system using the same duct work as the gravity system; and a warm air winter air conditioning system with low wall registers in each room and three high side wall return air grilles.

These systems will be operated alternately for periods of approximately two weeks each throughout the heating season, in order that comparative performance of the systems may be observed under all types of outdoor weather.

In studying the systems, strong emphasis will be placed on the comfort of house temperatures. Three miles of wiring built into the house will connect thermocouples and other heating research devices to a central control panel where continuous records of operations will be made.

The house, aside from its testing apparatus, will be representative of contemporary design and buliding methods. After several seasons of use for research, it will be sold on the open market.

Arrangements for publication of additional research findings, for use by architects, engineers, builders and the lathing and plastering industry, are being considered.

Red Devil GRADY WEDGES



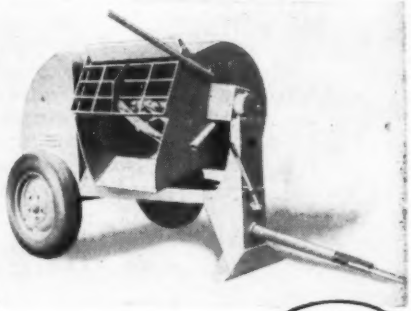
A complete range of sizes for AXES, HAMMERS, SLEDGES, MALLETS, HATCHETS and other handle-type tools.

Red Devil GRADY WEDGES
"hold like a fish hook".

New counter-salesman holds 36 No. 5 and 24 No. 10 Wedges for quick sales. Complete line illustrated in actual size.

Can't chip—rust resistant—barbs withstand vibration and force—they won't work loose.

A Product of
RED DEVIL TOOLS
IRVINGTON, N. J., U. S. A.



6 cu. ft. capacity PLASTER and MORTAR MIXER . . .

MULLER MIXER TRADE MARK

HERE is the job you have been looking for . . . a mixer that can really take it, equipped with a big 4½-hp. Briggs & Stratton air-cooled engine, and driven through quiet roller chains, cut-tooth sprockets and cut-tooth gears. It has 5.50 x 16 tires, disc wheels with Timken bearings, and a hinged safety grating with a time-saving bag splitter.

Write for prices and specifications

MULLER MACHINERY CO., Inc.
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Tilters, Non-Tilters, Plaster Mixers, Concrete Carts, Mortar Boxes



Take a complete low-cost shop *right to the job* in this portable

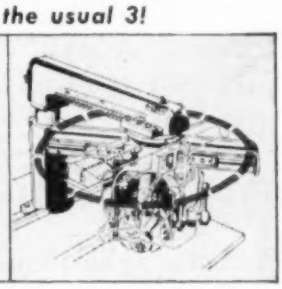


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2 radial movements do more work than the usual 3!



You make only 2 simple adjustments — to do as many as 125 different operations!

Exclusive double radial action uses only two instead of the usual three radial movements. This reduces set-up time, provides greater safety, and speeds up production. You get more flexibility to do more jobs, easier operation, fewer adjustments, front control of all moving parts, and full use of the saw travel.

Delta Multiplex has unequalled capacity . . . for low-pitch rafters cuts, for difficult left-hand miter cuts, for-all-around pre-cut work on the job!

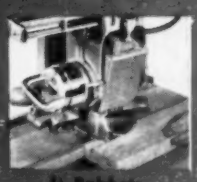
Delta Multiplex is the outstanding value for your work today. Send for descriptive literature. Many models available. Easy time payments. Prices start at $195 f. o. b. Norwalk, Ohio.

Delta Multiplex—Machine of Many Uses! Does all this—and more:


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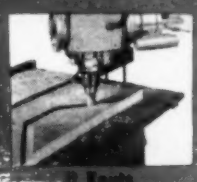

It Shapes


It Rabbets


It Rips

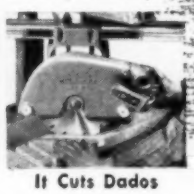

It Bevel Rips

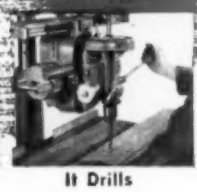

It Compound Miters


It Routs


It Ploughs


It Tenons


It Cuts Dados


It Drills



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ROCKWELL MFG. CO.
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Send me descriptive literature on the complete line of Delta Multiplex machines.

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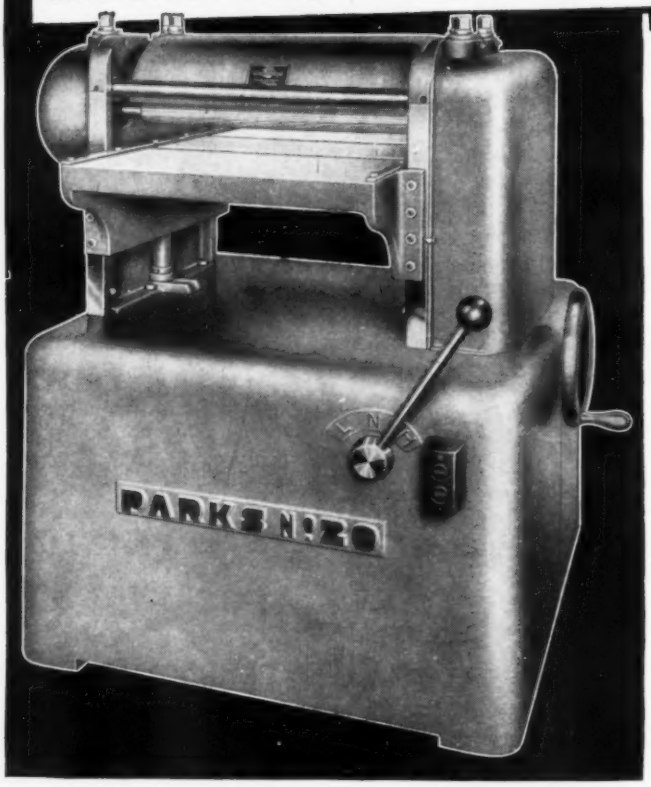
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The Sensationally NEW Low-Priced



PARKS No. 20 20" PLANER

Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality surfacer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds — 20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature.



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The PARKS WOODWORKING MACHINE CO., Dept. 30-GG, 1546 Knowlton St., Cincinnati 23, O.

How to be *Sure About Costs* When You Estimate a Building Job

THE SIMPLE TAMBLYN SYSTEM OF ESTIMATING REDUCES BUILDING MATERIALS and LABOR COSTS TO EASY-TO-USE FACTORS!

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YOU MAY SAVE MANY TIMES ITS LOW COST IN ONE USE

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Send the coupon below for your complete Tamblyn System. Examine it in the privacy of your own home or office for 10 days. Try it on new jobs—check it against completed jobs. There is no obligation unless you keep it.

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New Castle Indiana
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Consult your local telephone book for the names of our Installing Distributors

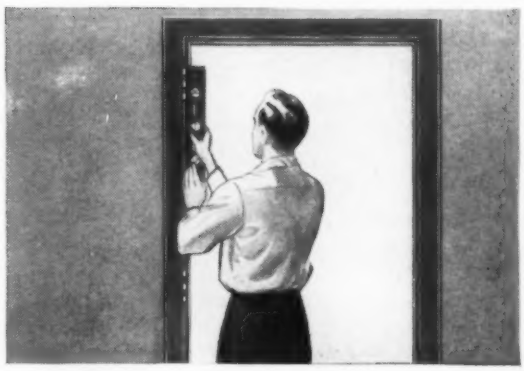
SAVE 9 STEPS in Door Installation!

...WITH THIS FENESTRA PACKAGE

HERE'S ALL YOU HAVE TO DO . . .



1. Bolt the strong steel frame together.



2. Erect frame, and brace.



3. Attach hinges to door and frame and hang door.



4. Attach lock.

HERE'S ALL YOU DON'T HAVE TO DO

1. Cut and fit jambs.
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3. Cut and fit trim.
4. Mortise frame and door for hinges.
5. Mortise frame and door for locks and strikes.
6. Cut and fit door.
7. Countersink holes.
8. Putty holes.
9. Prime paint.

Fenestra* Metal Doors come to you complete with frames and hardware.

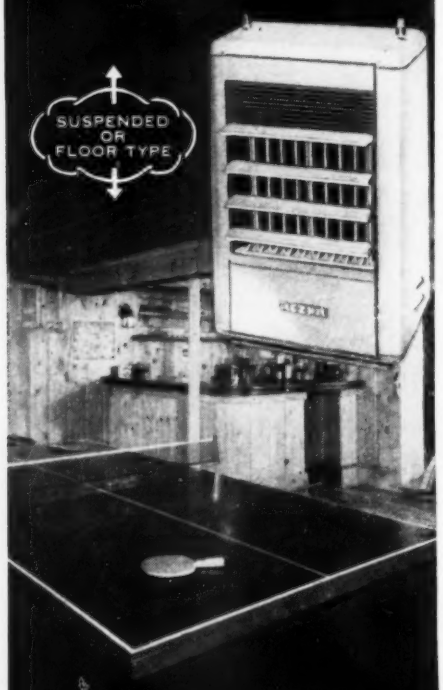
Mortising, drilling, tapping and prime painting are all done for you at the factory. Then each Fenestra Door is carefully wrapped to protect the finish. Your dealer has plenty in stock right now. His name is in the yellow pages of the phone book. Call him today.

Doors are also available with the Underwriters' B Label. For further information, call the nearest Fenestra Office, or write to Detroit Steel Products Company, Dept. AB-10, 2260 East Grand Boulevard, Detroit 11, Michigan.

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Automatic
REZNOR
gas fired unit heaters



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- Attractive finish for homes, stores, factories.
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- More sold than any other—dealers everywhere.
- Consult telephone classified directory pages or write.

FULLY AUTOMATIC
EXTRA LARGE FAN
SPECIAL HEAT EXCHANGER
STRONGER CONSTRUCTION
MORE ECONOMICAL
LOW COST INSTALLATION
ALUMINIZED STEEL INTERIOR UNIT

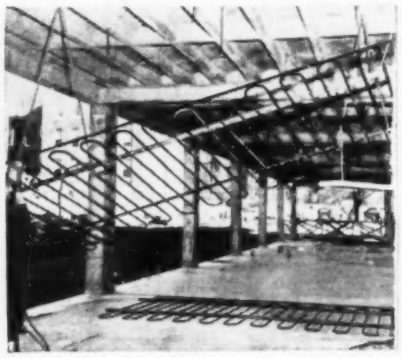
Gas Heaters Since 1888

REZNOR MANUFACTURING CO.
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New Pipe for Radiant Heating Used at Ohio State Medical Center

FIRST large-scale installation of a new buttweld pipe especially adapted for radiant heating is being made in Ohio State University's Medical Center, now under construction at Columbus, Ohio. The pipe is produced by the Jones and Laughlin Steel Corp. at their Aliquippa, Pa. plant.

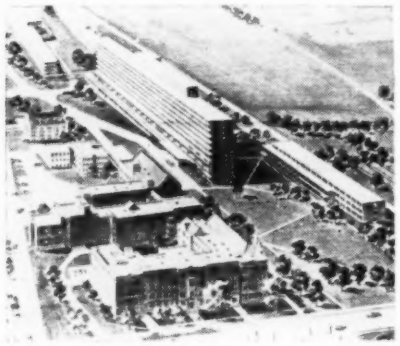
Fabricated of steel the pipe is being used in panel radiant heating systems



1. FABRICATED panels are hoisted in place

in the 11-story, 600-bed main hospital building and in a three-story dental building. The Center, when completed, will be the largest in the state.

Panels consisting of ¾-inch and 1-inch pipe coiled back and forth in a continuous regular pattern with one inlet and one outlet are used in the Medical Center's steam radiant heating systems. The pipe is produced with a special bending quality for this type of application. A typical panel of ¾-inch pipe uses 100 feet of pipe to cover an area 7 feet 6 inches

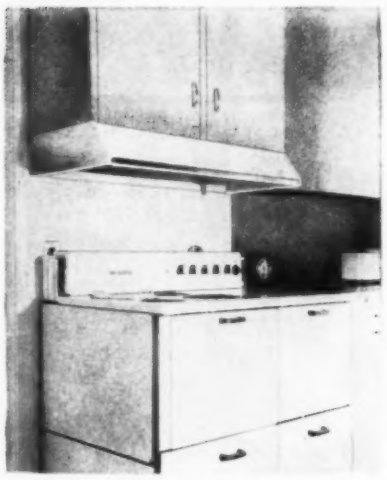


2. ARTIST'S conception of completed Ohio State University medical center

wide by 15 feet 6 inches long; the largest panel is 5 feet wide by 58 feet long, fabricated from 340 feet of 1-inch pipe. Eight hundred fifty panels of various sizes are being used in the buildings' ceilings and twenty-two in the floors.

In fabricating the panels, 21-foot pipe lengths are used. The pipe is

(*Continued on page 222*)



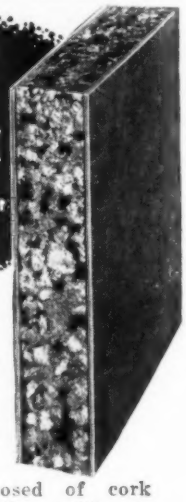
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KORK-PAK
JOINT FILLER
Insulates against HEAT LOSS!



Specify KORK-PAK Joint Filler for use between floor slabs and footings in basementless houses and structures on grade and get the extra KORK-PAK insulating feature as well as a waterproof, resilient, non-extruding filler that will keep the joint effectively filled at all times.

KORK-PAK is composed of cork granules bonded together with asphalt between two sheets of asphalt-saturated paper—it's waterproof and insect proof to assure positive joint filling for the life of the building.

KORK-PAK is the least expensive non-extruding joint filler made—low cost, coupled with its high insulation coefficient, makes KORK-PAK the ideal joint filler for any type of construction.

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Write for complete details on KORK-PAK. See our Catalog in SWEET'S.

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Announcing — the Newest in Siding

WELDTEX

SIDING



BUILDERS: *With this siding you can increase the beauty of your homes, and yet reduce their cost.*

You've already seen the fine effects that have been obtained with Weldtex* when used in large panels.

Now, that same beauty, that same durability, that same uniqueness, is available in Weldtex *Siding*.

In Weldtex Siding, the warmth and beauty of natural wood have been augmented by grooving the surface with deep, irregularly-cut striations. These cut-in grooves lend a third-dimensional quality to the surface, breaking up the flat plane and creating pleasant highlights and shadows.

MANY PRACTICAL ADVANTAGES

But Weldtex Siding has important practical advantages, too. There is no objectionable grain-raising or checking. Expansion and contraction are minimized because the striations relieve surface stress.

Joint lines are invisible. Face nails are concealed by the deep-cut grooving.

And, the wide 4-foot panels go up fast. Only 20 panels cover a square. Savings as much as $60 per small house have been reported *(based on a reduction of 70% in labor costs).*

Best of all, the finished job is weather-tight, with a minimum of seams. Weldtex Siding takes paint and other exterior finishes perfectly, making a beautiful job which adds to the value of any house.

FHA APPROVED

Weldtex Siding is approved by FHA on Federal Housing jobs.

Write for more information and folder showing typical installation details.

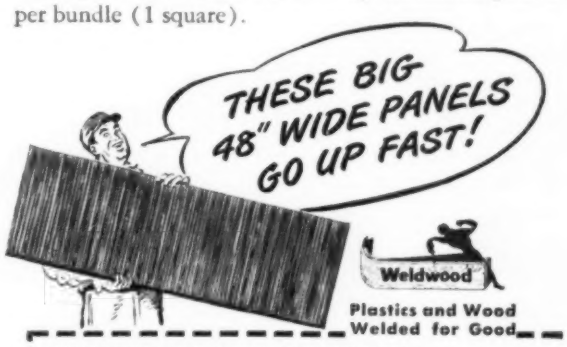
*U.S. Pat. Nos. 2286068, 2363927, 2363492. Trademark reg.

UNITED STATES PLYWOOD CORPORATION

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WELDTEX SIDING can be used over any type sheathing. Fits perfectly on 16" studding. Photo above shows the pleasing effect obtained by using a wood lath to create a deep shadow line. Weldtex Siding is made of 3-ply Weldtex plywood, Exterior Grade. 3/8" thick, precut in panels 48" wide, 15 7/8" deep. Packed 20 panels per bundle (1 square).



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Please send me more information on Weldtex Siding plus installation details.

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Company .....

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City ..... State .....

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Durable floors require QUALITY CONCRETE and care in placing, finishing and curing

THE PRINCIPLES of good concrete floor construction are simple but vital. Every step is important—the quality of aggregates, amount of water used, proportioning, placing, finishing and proper curing. Strict observance of the principles of quality concrete construction will insure satisfactory floors.

Do you know, for instance, how much water you should use per sack of cement and what the slump should be for the top course of a durable, heavy-duty industrial floor?* Or, how soon after floating you can use a steel trowel for finishing?†



Lifting the slump cone in a typical test for the consistency of concrete.

"Concrete Facts For Concrete Contractors," a free, non-technical booklet, answers dozens of questions about quality concrete. This booklet will be helpful to you and the men who work for you. Write for your copy today. Distributed only in the U.S. and Canada.

Remember, whether you are building a floor, foundation, wall, patio or driveway, the time-tested methods of control will give you quality concrete. Quality concrete is your best salesman. It makes satisfied customers, spreads your reputation as a quality builder and thus sells more jobs for you.

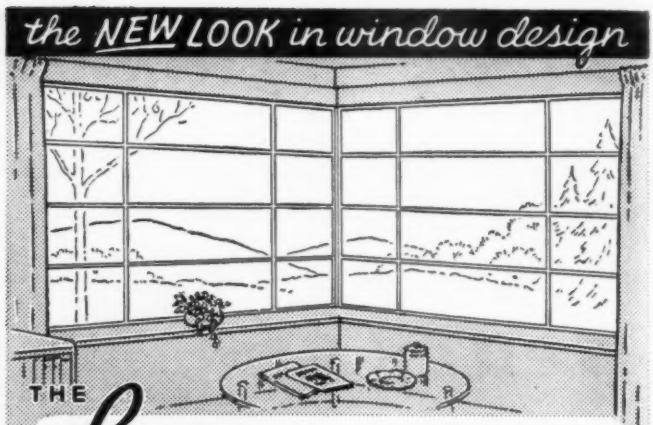
*Answer: Not more than 5 gal. water, including moisture in aggregates. Slump less than 1" for mechanical finishing, less than 3" for hand finishing.

†Answer: Not until all water sheen has disappeared from surface—usually 30 to 45 minutes.

PORTLAND CEMENT ASSOCIATION
Dept. A10-3, 33 W. Grand Ave., Chicago 10, Ill.
A national organization to improve and extend the uses of portland cement and concrete...through scientific research and engineering field work

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the NEW LOOK in window design



THE **Lemco VMR WINDOW**

● To achieve the graceful horizontal lines so desirable in modern architectural style, choose VISUALITE VMR windows, exclusive with Lemco. Available in a variety of sizes in both STEEL and ALUMINUM; they can be combined in bays or corner treatment as shown.

● Types available; all 5' 9⅜" wide: 44 VMR (shown above) 4' 2⅝" high; 43 VMR- 3' 2⅜" high; 4423 VMR- 4' 2⅝" high with two 3-light high vents.

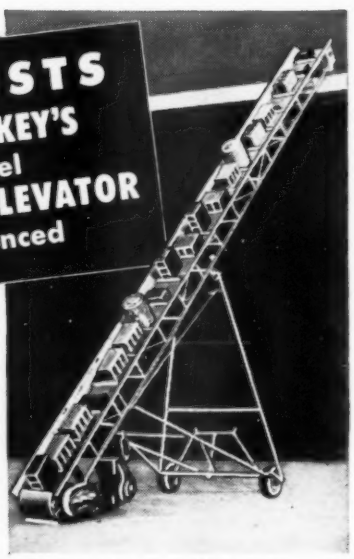
WRITE TODAY for our new 1949 Catalog or see Sweets for further information on Steel and Aluminum Casements and Basement Windows, Aluminum Awning Windows and other LEMCO BUILDING Products.

AMERICA'S OLDEST CASEMENT WINDOW MANUFACTURER

CROFT STEEL PRODUCTS, INC.
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BUILDERS • CONTRACTORS

CUT COSTS With MULKEY'S All-Steel PORTABLE ELEVATOR It's Balanced



★ For bricks, blocks, mortar in buckets, sand, roofing, lumber, boxes, dirt, sacks, etc.

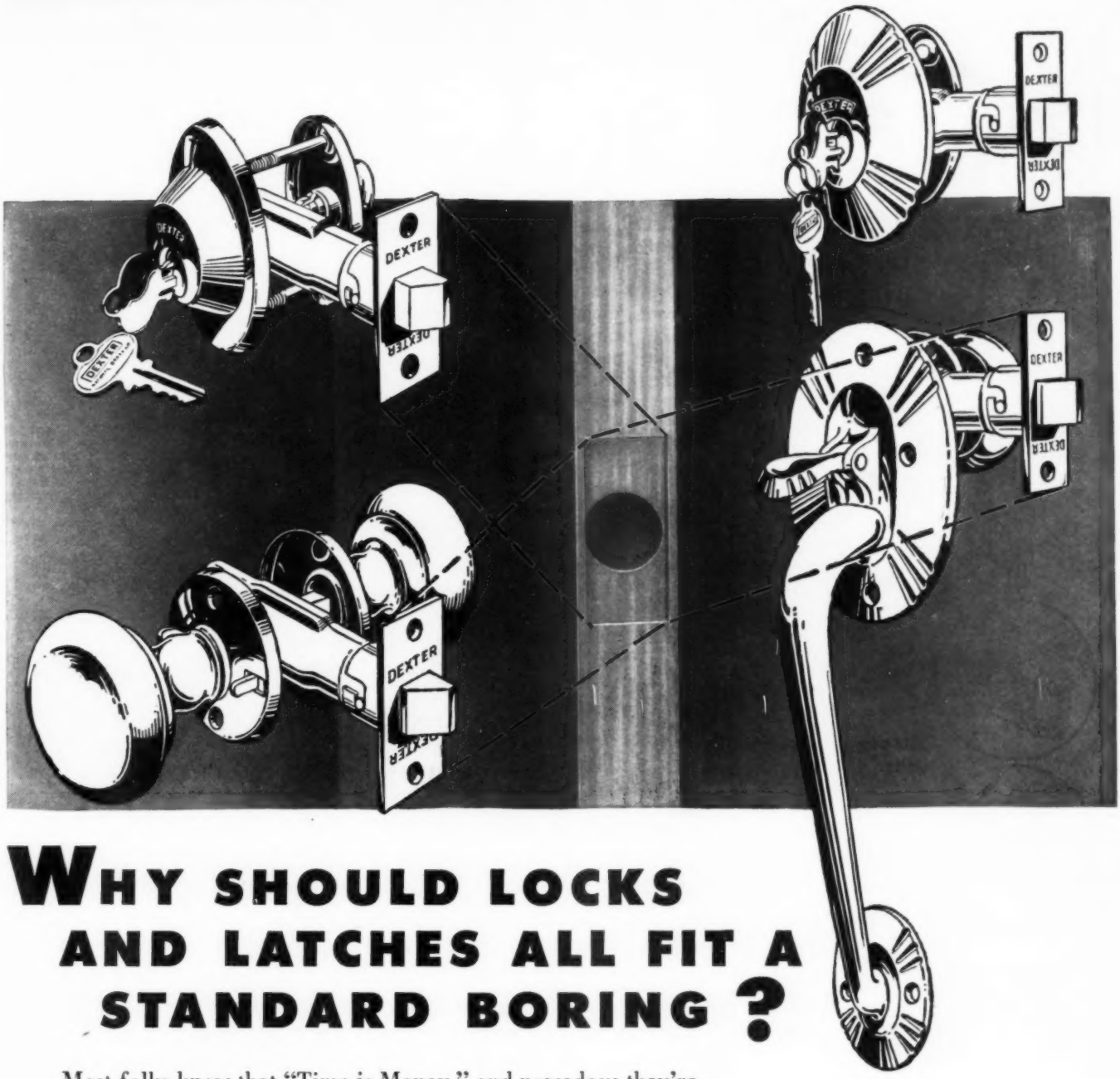
★ One man can handle and operate...easily trailed up to 35 miles per hour.

★ Clutch and Brake Assembly *own* design (Extra)

Basic Length 24 ft. • 17½ ft. Maximum Lift
8' and 14' Extensions Available
Also Available: 16' Elevator (Same Design)

Write for FREE Literature and Prices!

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Most folks know that "Time is Money," and nowadays they're beginning to buckle down and practice what they preach again. Every minute saved installing locks and latches is as good as money in the bank. That's why it's a good idea to make every lock and latch uniform . . . to fit a standard boring. With a set of Dexter special installation tools, a carpenter can mount ANY Dexter lock or latch, AND HE CAN DO IT IN LESS THAN SIX MINUTES. Dexters go on in a jiffy, and stay for a lifetime . . . that means savings for the contractor . . . satisfaction for the customer.

NATIONAL BRASS COMPANY
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

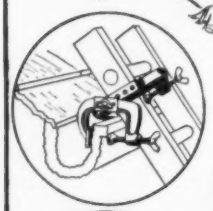
DEXTER LOCKS *Give You MORE* SPEED OF INSTALLATION

"Save-A-Life"

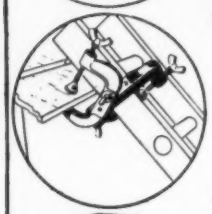
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It's new . . . nothing like it on the market

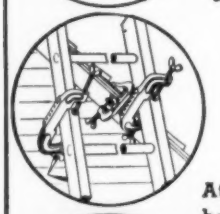




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Fits any style roof



Attaches to side of house or any end pitch



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This is one item that will add new profits. There is no competition . . . it sells twelve months of the year to home owners, roofers, painters, carpenters, contractors and industrial companies. Write today and get details on how you, too, may cash in on this new sensational product.

LEWIS SKINNER COMPANY
NEW BOSTON, N.H.

Radiant Heating Pipe

(*Continued from page* 218)

bent at the correct lengths to form successive coils in a panel of uniform length. An arc of 180 degrees around radii of 3½ inches to 6 inches, depending on the size of the panel, is used in the bending operation. In order to assure an unrestricted flow of hot water and maximum heating efficiency, the inside diameter of the pipe must remain constant after bending.

Ceiling panels in the medical Center are supported by angles 1½-inch by 1½-inch by 3/16-inch, welded to the pipe and running the entire length of the panel. The angles are bolted to ½-inch rods with threaded ends which are securely fastened to the concrete ceilings. After the panel is in position, the underside of the concrete ceiling is



3. BENDING pipe at prescribed length

sprayed with insulating material. Metal lath is then wired to the underside of the panel and covered with a ¾-inch plaster ceiling. Floor panels are buried in concrete.

The coefficient of expansion of steel pipe being slightly less than that of concrete or plaster, a pipe temperature higher than that of the surrounding concrete and plaster results in an expansion of practically the same extent, assuring structural soundness. Water remains in the pipes the year around, sealing out air and eliminating the risk of corrosion.

Furnish Technical Data For Floor Installation

A mimeographed copy of suggested specifications for mastic - applied block and patterned hardwood flooring is available free to architects and builders, the Public Information Department of the Maple Flooring Manufacturers Association has announced.

A full page of illustrated patterned floor designs is attached to the specification material, the designs including the square block, rectangle, and herringbone patterns.

Include A...

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PUMP OR WATER SYSTEM IN YOUR BUILDING PLANS

BETTER QUALITY LOWER COST!

Just what you've wanted! Sta-Rite builds a complete line of pumps and water systems to meet every shallow well or deep well need. Get the most water from your clients' wells . . . at less cost! They're automatic, quiet, compact—hundreds of thousands in use today! Mount over, or offset from well. Complete specifications are yours for the asking. Write for our descriptive catalog.



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Delavan, Wis., Dept. AB109

Brown's SUPERCEDAR



Red Cedar Closet Lining

Guaranteed 90% Red Heart or Better 100% oil content

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content which produces the pleasing aroma.

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GEO. C. BROWN & CO.
GREENSBORO, N. C. ESTABLISHED 1886

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD



The Rusco Prime Window

(VERTICAL SLIDE)



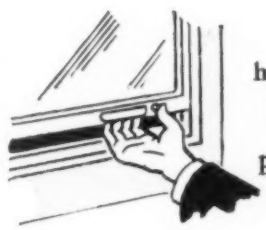
A completely assembled unit - glass and screen panels, weather stripping and wood surround!

The most complete—ready-to-install unit ever offered . . . the Rusco Prime Window is the result of twelve years experience in design and development of window conditioning. Made of finest quality, tubular, hot-dipped galvanized steel and factory-fitted, the Rusco Prime Window is a trim-appearing efficient unit—practical, durable and trouble-free. Factory-treated and painted—all installation members of toxic-treated wood. Only the wood surround needs field painting.

Requiring no seasonal maintenance, it provides year 'round insulation, comfort and convenience to the homeowner. . . . Ease—speed and low cost of installation make it the choice of architects and builders.

Lightweight, streamlined glass and screen panels are easily removed from inside . . . makes window cleaning easy . . .





Slight pressure with thumb on side of handle releases lock so panel can be raised to any level. Release of pressure locks window . . . no weights, cords or spring balances.

- All sash frame members made of finest quality, tubular, hot-dipped galvanized steel—Bonderized, zinc chromated and finished with outdoor, baked-on enamel for lasting beauty...cannot warp, stick or bind.
- Toxic-treated wood installation members are furnished complete—for easy installation.
- Waterproof felt weather stripping throughout assures easy, silent operation—complete weathertightness.
- Glass bedded in mastic and held in with stainless steel spline . . . simplifies glass replacement . . . no short-lived, unsightly putty is used.
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(please check) I am ☐ Architect ☐ Building Contractor ☐ Building Supply Dealer

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Truss Door Division
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WHEN BAD WEATHER COMES

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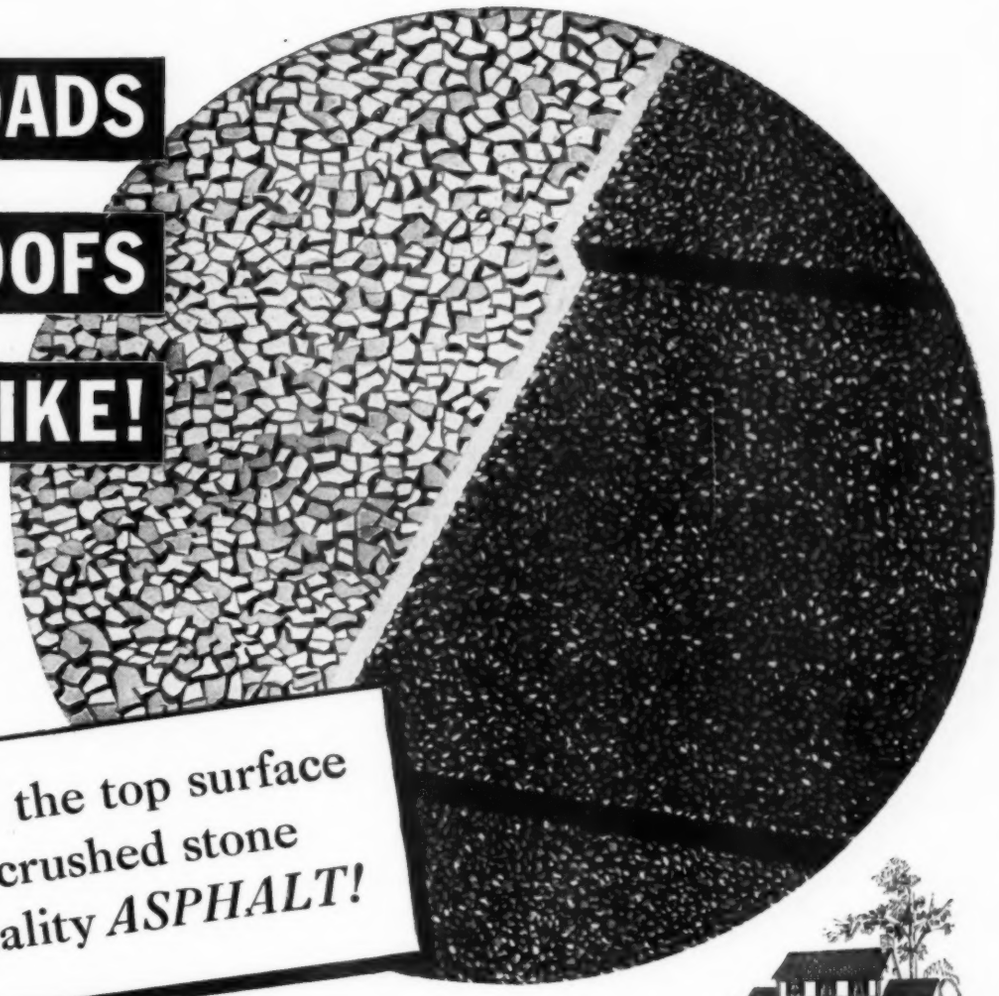
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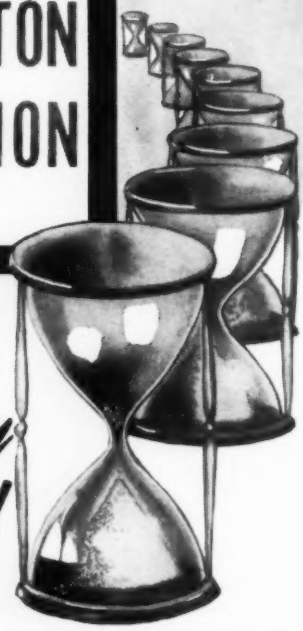
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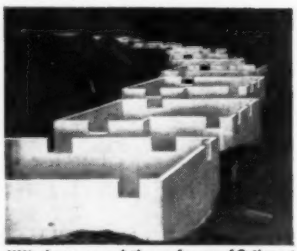
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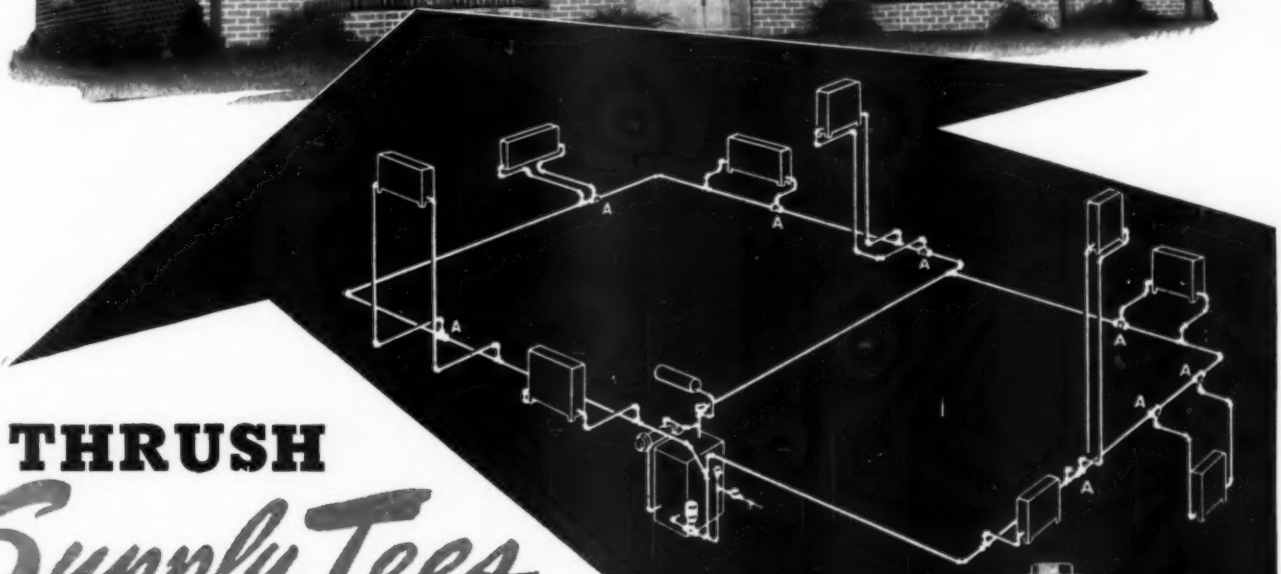
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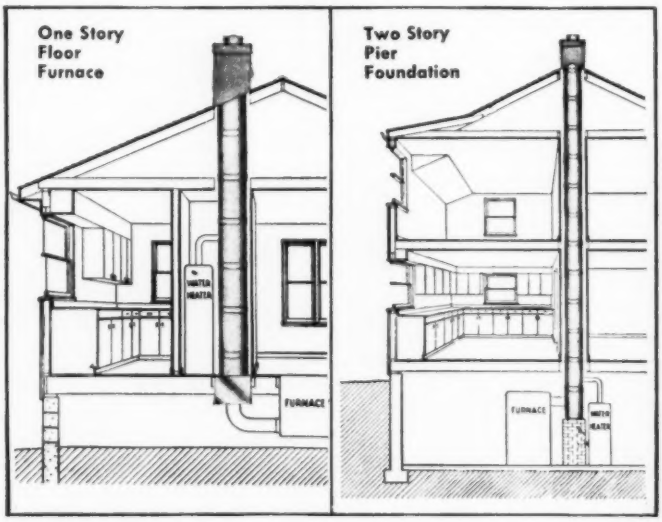
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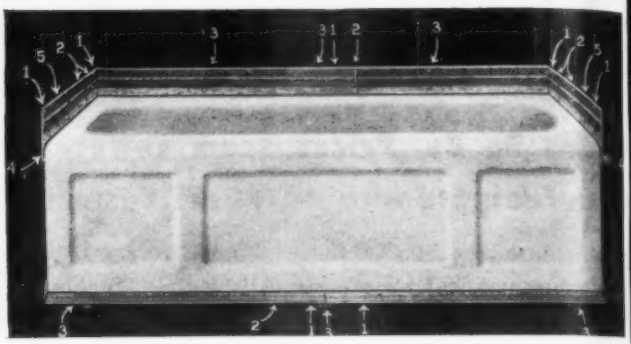
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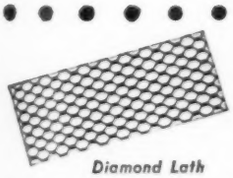


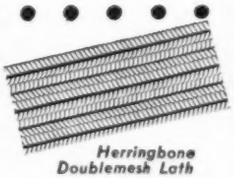
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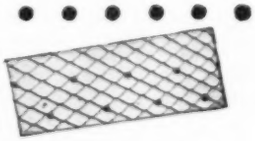
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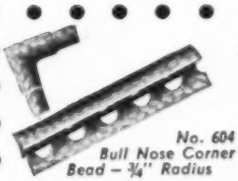

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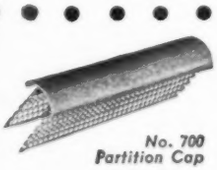

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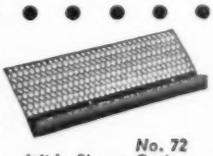

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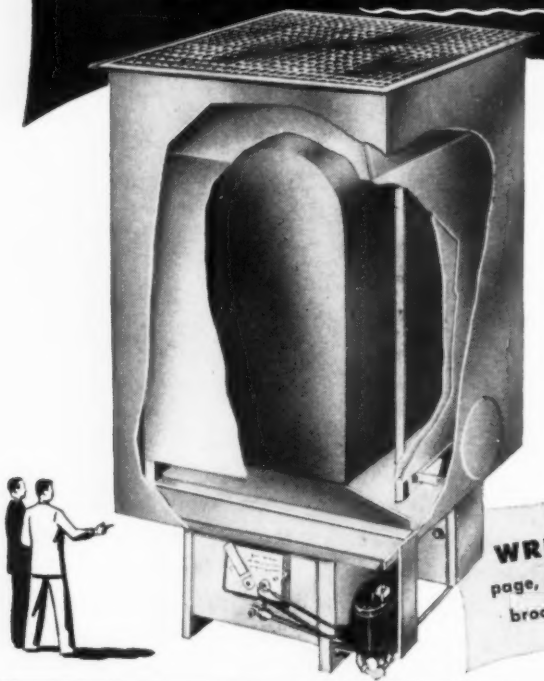

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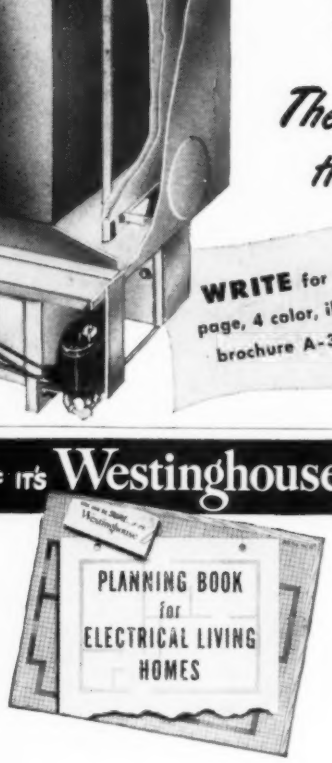
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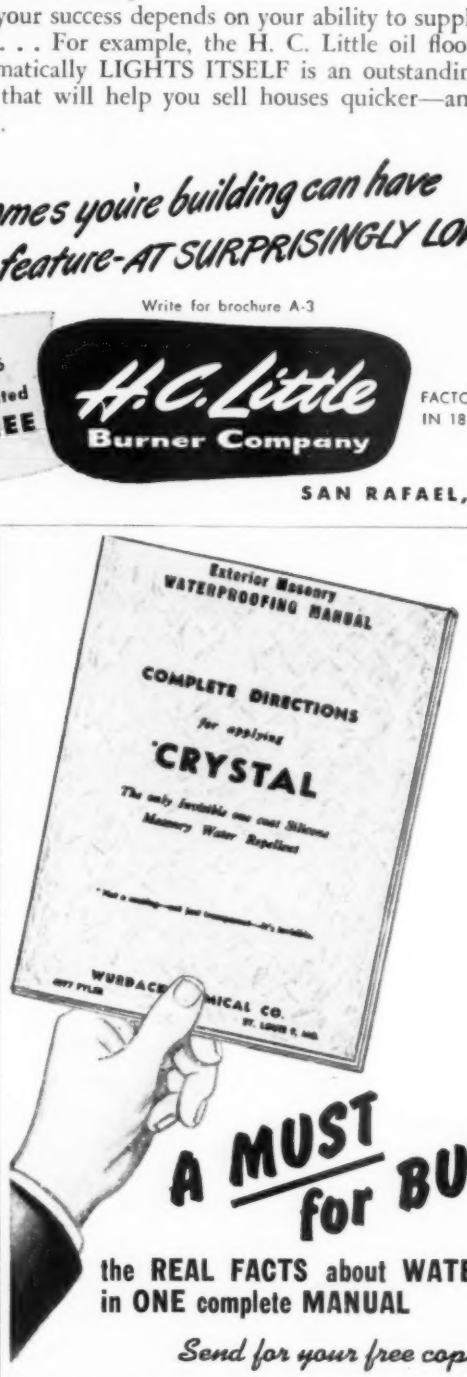
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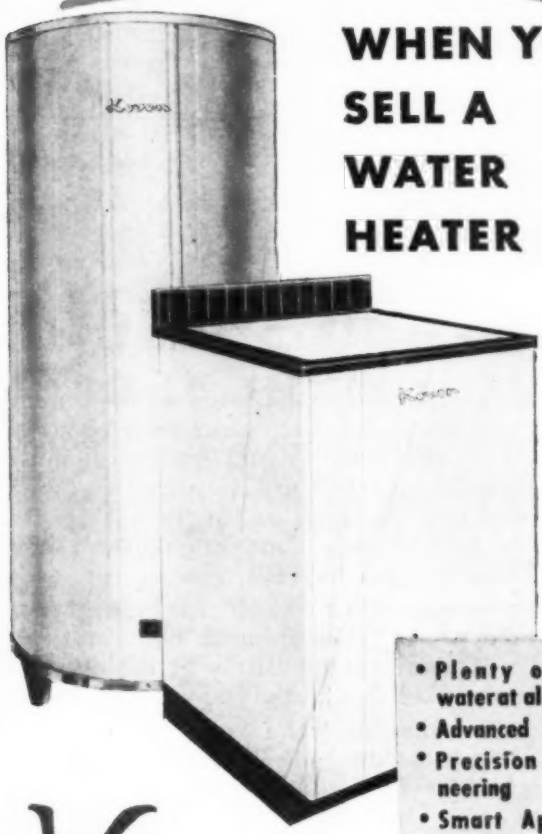
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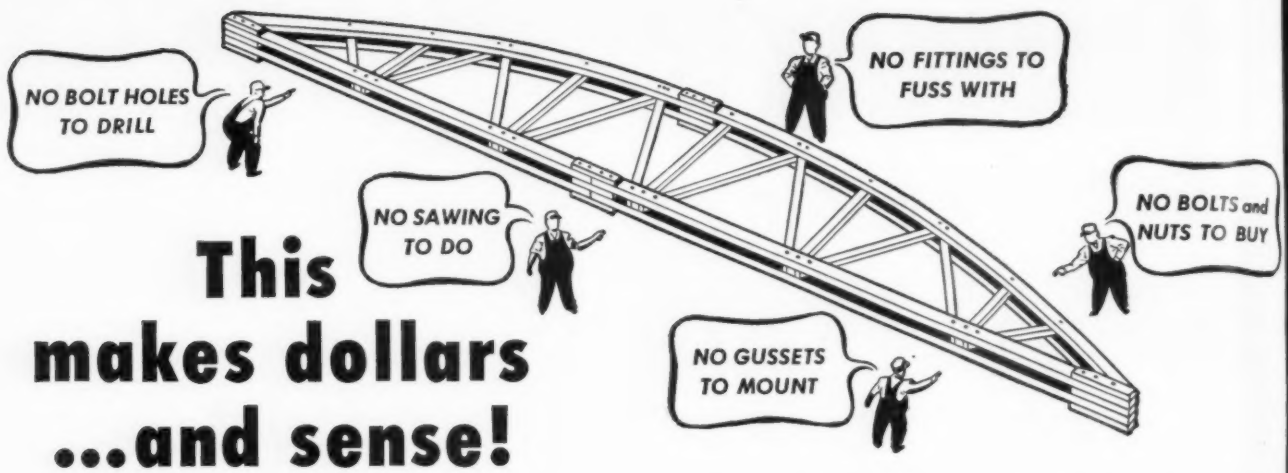
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HAVE THEM ALL!

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●An average timber truss is made up of something like ten separate pieces. Each piece must be sawed at both ends . . . that's twenty cuts. Each piece must be accurately fitted into the truss . . . perhaps trimmed a bit here and there for precision. Big heavy steel gusset plates must be fitted on . . . and bolted down. Dozens of bolt holes must be drilled.

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It's simple . . . build with Rilco Trusses. They're complete, pre-engineered, pre-fabricated structural units. They come to your job all ready to be swung into position, without so much as a tack to be driven. They're made in a variety of types for clear spans up to 200 feet.

Write today . . . let us show you how Rilco Trusses can cut days off your schedules and dollars off your payroll.

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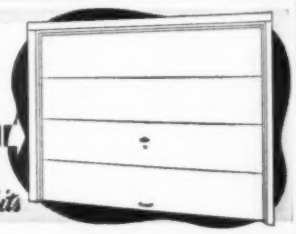
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CAPITOL DOORS with TAPER SEAL
For Faster Sales For Greater Profits

Here's a new and beautiful Sectional garage door that has every superior feature of design and workmanship. Streamline, flush panels electrically bonded to frames. (Not nailed) Insures rigidity which prevents warping and distortion.

Dialectric heating, under tremendous pressure, in a High Frequency Heating Unit forms a complete fusion, or bond — impervious to rain, snow or ice. Equalized "pull" or "strain" at all points of the section. A stronger, longer lasting, super-quality door combining beauty and long life with economy.

Same easy-to-install hardware is used on all Capitol Taper Seal doors.

Ruggedly and more substantially constructed — and they're priced to sell — but fast.

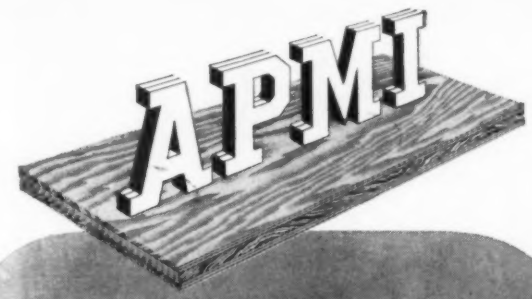
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Sizes Available
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Please send me complete information about the time-saving, cost-cutting uses for Bostitch machines in construction work.

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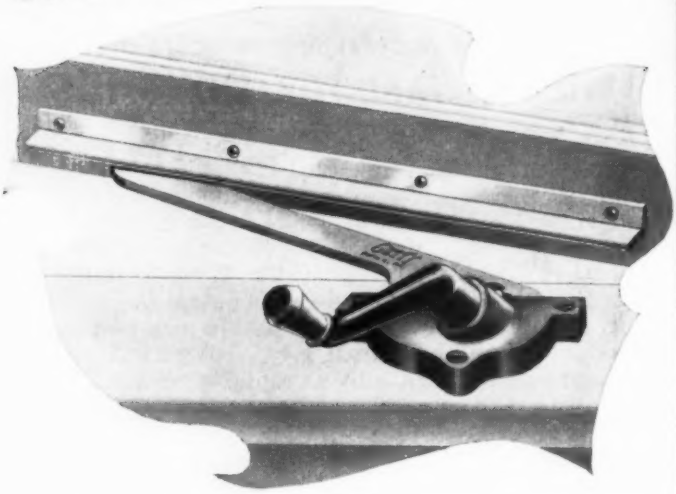
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Getty offers fine modern casement window operators with the exclusive *Internal Gear* construction, at a price within the most moderate budget for the small homes of today.

Illustrated above is the Getty 4703W . . . combining the finest, strongest design of casement operator in low modern style, and a modest price.

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The foundation is the most important part of the structure, have it THOROSEALED on the outside surface to keep water out of the walls.

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Because tongue and groove are specially designed to fit without forcing.

Because proper seasoning prevents cupping, buckling or opening up—floors *stay* smooth.

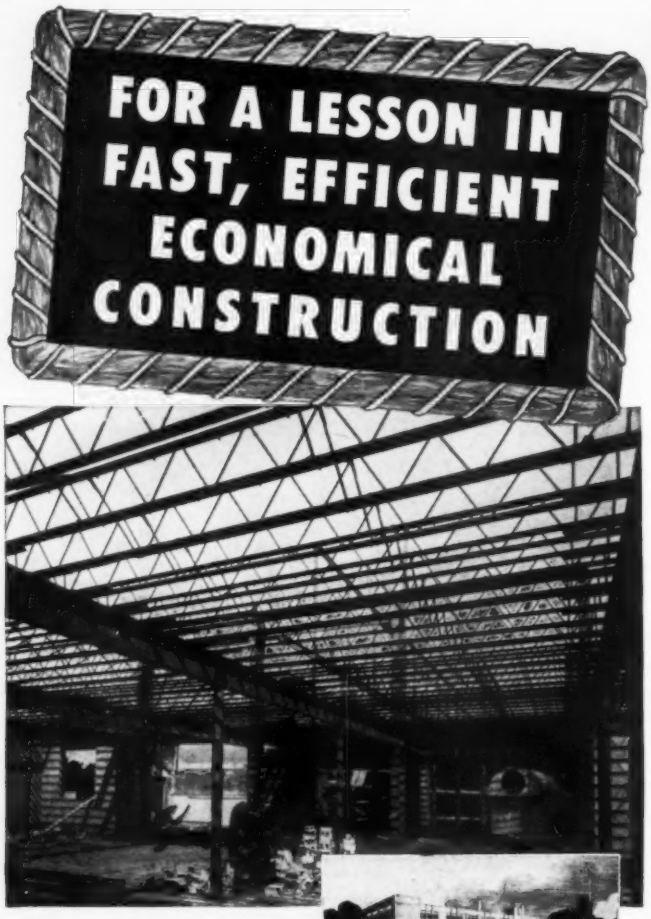
Because Royal's seasoning process protects oak's natural texture, promoting affinity for finishes—first essential to lasting beauty.

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You can depend on these A. B. C's of fine floors when you install Royal Oak Flooring. Look for the trade-mark at your local dealer's or warehouse.

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Ritenour High School in St. Louis County, Mo., shown under construction using Laclede Steel Joists. Architect: Wm. B. Ittner, Inc. Contractor: Lecoutour Const. Co. Architect's sketch at right.

use LACLEDE steel joists...

Combining inherent lightweight with high-strength factors, Laclede Steel Joists and Trusses offer these advantages as fireproof structural members for school — as well as Industrial, Residential and Commercial construction:

- **FAST, EFFICIENT** Light, easily handled...and prefabricated to fit the job for speedier construction.
- **ECONOMICAL** High strength plus lightweight, they assure a more economical frame and foundation ...with *more* room at *less* cost.
- **VERSATILE** Efficient structural function combined with architectural convenience and utility makes them easily adaptable to all designs and types of construction.

Detailed bulletins describing steel joist construction are available.

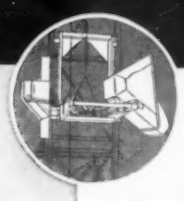


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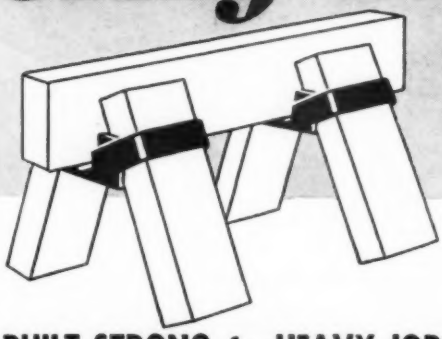
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BUILT STRONG for HEAVY JOBS!

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NO NAILS — NO BOLTS — A strong, simple bracket for making up Sawhorses! Use ordinary 2" x 4" for legs and 2"x4"-6"-8"-10" or 12" for the crossbar.

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IN CHICAGO — FEBRUARY 19-23

Make your reservations early . . . First come, best served

Attention: Suppliers of Building Materials and Services

Each year, demand for exhibit space at the Show exceeds the supply. To meet expected demand-increases last year, we took extra space to accommodate 40 additional exhibitors . . . We still were obliged to turn down more than 50 applicants.

Such popularity must mean that it is a good investment. As an Exhibitor at the NAHB Show, you can meet approximately 15,000 of America's leading home builders, architects, dealers and distributors. You can talk with them . . . demonstrate your products, equipment or services . . . answer questions . . . cement valuable friendships. It is estimated that NAHB members dominate about 80 percent of the residential construction in the major building areas.

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After each Show, space for the next year could be contracted for in full, but in fairness to the builders as well as the manufacturers, we have held to the policy of accepting space reservations only after the new Prospectus is mailed each Fall. The great number of inquiries indicates a bigger demand for space than ever before. Now is the time to make your decision. SEND FOR YOUR COPY OF THE 1950 PROSPECTUS. WRITE TODAY!



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Lends unsurpassed beauty and charm to homes—old and new. The modern fireplace that fulfills all modern day requirements — used with gas or electricity.

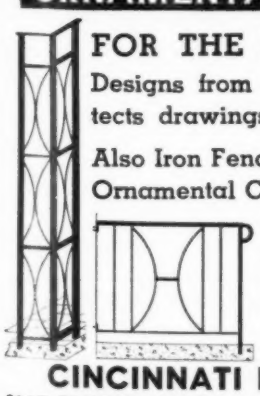
Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed in hour's time of handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

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Designs from our illustrations or from Architects drawings.

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Send measurements and we will suggest suitable designs. . . . Write for latest Folder

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Without obligation please send me your Builders' Handbook, postpaid.

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The TRUE "ECONOMY HOUSE"

YOUR PROBLEM: How to build houses more economically . . . yet of good appearance and of sound construction.

OUR ANSWER: Good appearance and sound construction cannot be achieved more economically than with interior plastering.

When wallboard is nailed directly to the rough framing, the resulting wall surface is no more true and even than any job of rough carpentry can be. The accepted standard APPEARANCE of a well plastered wall cannot be matched economically by means of rough carpentry.

Especially where houses are joined together of prefabricated frame units, plaster becomes all the more important, because plastering makes ceiling and walls of each room into one monolithic surface, free of joints. This accepted standard of sound CONSTRUCTION cannot be matched at all by means of any wallboard application.

For buildings large and small, finishing lime from Northwestern Ohio has long been the accepted standard.

Our twin brands: Ohio White Finish and Hawk Spread, scientifically processed from hand picked, kiln burned rock, are always of uniform good quality, 99½% pure.

Easily identified by their zigzag bags, they should have your wholehearted approval. There is none better.

The OHIO HYDRATE & SUPPLY Co.
WOODVILLE, OHIO

LOOK FOR THE ZIGZAG BAGS



Market-Expansion Program Mapped at Annual Douglas Fir Plywood Meet

A program for market-expansion was the main discussion topic at the annual meeting of the Douglas Fir Plywood Association, held recently at Tacoma, Wash. More than 250 industry executives from Washington, Oregon and Northern California attended.

Exhibits, which featured plywood uses on the farm, included grain bins, silos and corn cribs. Also shown were house sections with plywood walls, floors and roofs; and photographic panels depicting use of panel material.

Frost Snyder, president of the Vancouver, Wash., Plywood Co., was elected president of the association, succeeding Arnold Koutonen, general manager of the Plywood Division of St. Paul and Tacoma Lumber Co., Olympia, Wash., who had held the office two years.

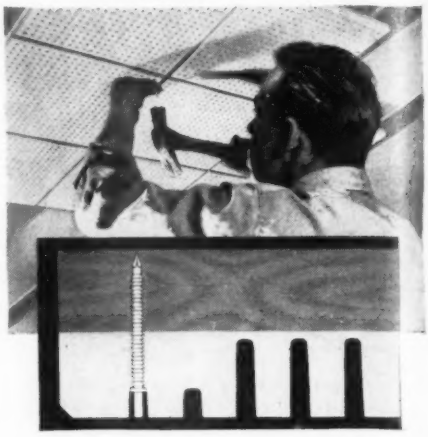
F. L. Johnson, general manager of Anacortes, Wash., Veneer, Inc., was named vice president. Leonard Nystrom, president of Associated Plywood Mills, Inc., Eugene, Ore., and J. H. Smith, general manager of Puget Sound Plywood, Inc., Tacoma, Wash., were re-elected secretary and treasurer.

Koutonen, in his retiring speech, told members that the satisfactory performance of products and the new sales-building drive were the keys to continued good business. Other speakers were Charles E. Devlin, managing director of the association, who outlined the overall strategy and goals of the market-expansion campaign; and Richard N. Jones, associate advertising director of Architectural Forum magazine. Jones stressed the importance of a sustained promotional campaign by all components of the building industry.

It was announced at the convention that several additional firms had been approved for membership by the association. These include Crescent Plywood Co., Crescent City, Calif.; Evans Products Co., Coos Bay, Ore.; Fir Manufacturing Co., Myrtle Creek, Ore.; Humboldt Plywood Corp., Arcata, Calif.; Menasha-Coos Head Plywood Corp., North Bend, Ore.; Pacific Veneer and Plywood Corp., Bellingham, Wash.; Southern Oregon Plywood, Inc., Grants Pass; and Western Veneer Co., Lebanon, Ore.

NAHB CONVENTION
Feb. 19 to 23
Chicago

ACOUSTICAL TILE NAILS
. . . designed for the job



When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

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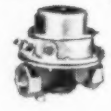
Takes the MANual out of Controls

They're Automatic!



For controlling pressure, temperature, level and flow of all kinds of gases, liquids and air for domestic, commercial and industrial applications.

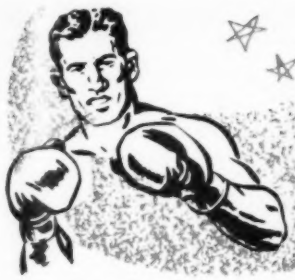




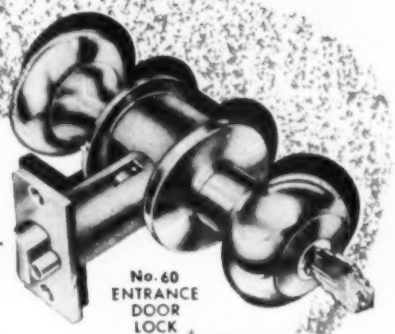


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Manufacturers of Automatic Pressure, Temperature, Level & Flow Controls
FACTORY BRANCHES AND DISTRIBUTORS IN PRINCIPAL CITIES



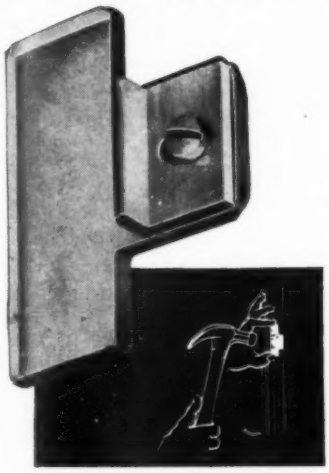
The LOCK with the ONE-TWO PUNCH!



Olympic cylindrical locks and latches offer these outstanding advantages:

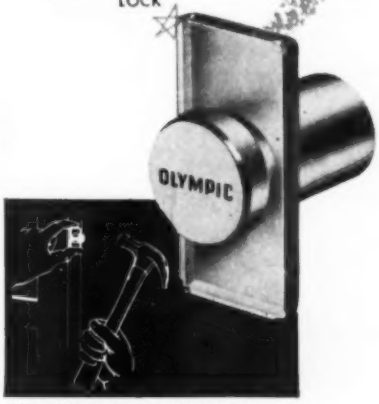
1. Simple to Install — Only 2 holes required
2. Key-in-the-knob convenience
3. Pin tumbler operation for maximum security
4. Available in solid brass or bronze trim
5. Designed for smooth, positive operation
6. Rugged construction — New low cost

Now, with the development of the Olympic lockset face plate and strike plate markers, the Olympic becomes the fastest lock to install on the market.



(1) Marker for strike plate. Adjustable side guide permits perfect alignment for any door thickness. One or two strokes of hammer makes complete mortise to accurate depth.

(2) Marker for face plate. Pilot aligns marker exactly in position. One or two strokes of hammer makes complete mortise to accurate depth.



WITH OLYMPIC LOCKSET MARKERS, EVERY INSTALLATION IS FASTER, CLEANER, MORE ACCURATE AND WITHOUT A SPLINTER.

Complete set includes extra marker for short face plate. Retails for $2.97 per set. Packed one set to carton. Shipping weight 1 lb.

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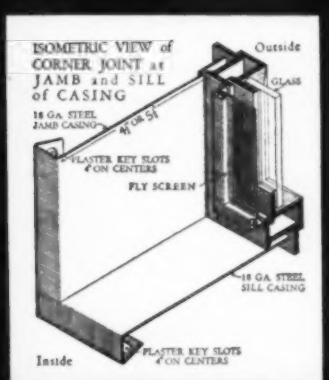
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Economy Model Portable Heater

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Burns kerosene — costs but 19c per hour to operate!

125,000 BTU per hour capacity — enough to heat two ordinary five-room houses!

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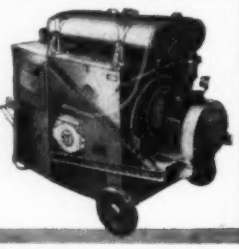
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Popular Herman Nelson Gasoline-Burning Portable Heater (completely self-contained unit). Self-powered for areas lacking electric power. Easily portable by one man.



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You know yourself and your organization, and can best determine whether a sales potential as indicated above is of interest. You know also whether you can sell a quality line of nationally known factory-finished kitchens of wood (the only nationally advertised brand).

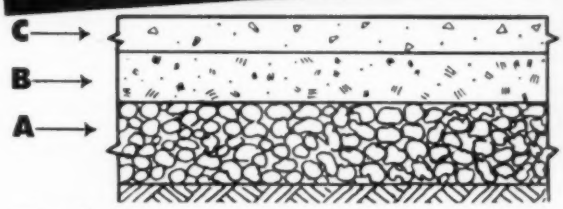
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ZONOLITE COMPANY
135 S. La Salle Street • Chicago 3, Illinois



For the Homes You are Planning or Building

Whether you are planning or building a new home or the modernization of an old one,

CABINETEER Sinks

built of heavy gauge Stainless Steel, will not only add lasting charm and beauty to any modern kitchen, but also give a lifetime of service.

Supplied in 8 standard sizes in single and double bowl types on which we can make prompt delivery. We also make a complete line of Custom Built Stainless Steel Sinks in any size and shape to meet individual requirements, and make kitchen planning easy.

Write today for illustrated LiteratureB-10 and address of nearest field representative. Our Engineers will gladly co-operate with you in submitting blue prints and estimates.

7 Outstanding Features

- Precision built of No. 18 U. S. standard gauge solid stainless steel.
- U-shaped Reinforcing steel channels extend the full length of drainboards.
- Die drawn Raised Edges eliminate soldering of joints and corners.
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- Built-in Anti-Splash Rims on Bowls prevent water from splashing on floors.
- Double pitch Drainboards without grooves assure positive drainage.
- Smooth, easy-to-clean-and-keep-clean surfaces assure the highest degree of sanitation.

Just Manufacturing Co.

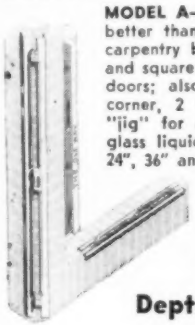
Just Line JL

4610-20 W. 21st Street, Chicago 50, Illinois

Ken Corner Level

CUTS CORNER COSTS 50%





MODEL A—NEWEST time and money saving level yet—12 ways better than ordinary levels. Cuts costly corners in masonry and carpentry building by reducing tedious hours required to plumb and square 2 SIDES OF CORNER AT ONE TIME—on windows and doors; also, face of each brick. Plumbs 4 ways at once—the corner, 2 faces, and top surfaces. Two aluminum bars, form "jig" for each brick and support both horizontal and vertical glass liquid vials containing usual bubbles. AVAILABLE in 18", 24", 36" and 48" sizes.

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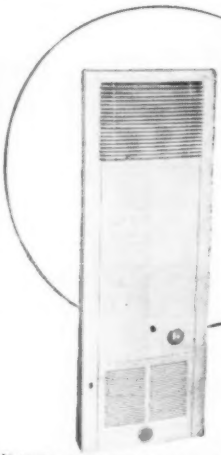


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Established 1922



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SINGLE WALL HEATER 25,000 BTU

ABSOLUTELY SAFE . . . Smartly designed panel hides internal parts — furniture, fingers and clothing can't be damaged!

EXTRA SMALL . . . Rough-in dimensions only 14" x 50½" in standard 4" wall.

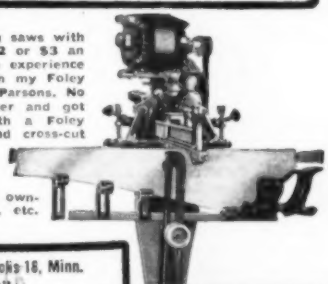
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ALPHABETICAL INDEX TO ADVERTISERS, OCTOBER, 1949

A

Adams-Rite Manufacturing Company 214
Affiliated Gas Equipment, Inc. 38
Allied Building Credits, Inc. 239
Allied Chemical & Dye Corporation 197
Alumatic Corporation of America 235
American Asbestos Products Co., The 208
American Builder 156-157-210-226
American Central Division 179
American Encaustic Tiling Company, Inc. 27
American Floor Surfacing Machine Co., The 161
American Hardware Corporation, The 227
American Radiator & Standard Sanitary Corporation 9-11
American Roof Truss Co. 245
American Stained Shingle Co. 173
American Stove Company 177
Andersen Corporation 45
Anthracite Institute 185
Architectural Tiling Company, Inc. 27
Arkansas Soft Pine Bureau 241
Armstrong Cork Company 147
Arteraft Ornamental Iron Co. 204
Associated Plywood Mills, Inc. 237
Atlantic Tile Manufacturing Company 27
Avco Manufacturing Corporation 20-179

B

B. Mifflin Hood Company 27
B & T Metals Co., The 207
Barrett Division, The 197
Bell & Gossett Company 31
Bendix Home Appliances, Inc. 205
Bessler Disappearing Stairway Co., The 228
Better Homes and Gardens 60-61
Bostitch 237
Bradford Machine Tool Company, The 212
Brown Company 57
Brown & Co., Geo. C. 222
Bruce Co., E. L. 24-25
Bryant Heater Division 38
Bucyrus-Erie Hydrocrane Division 160

C

Cabot, Inc., Samuel 196
Cambridge Tile Manufacturing Company 27
Capitol Products 236
Carey Mfg. Company, The Philip 35
Carlyle Tile Company 27
Carter Div., R. L. 182
Case & Son Mfg. Co., W. A. 16
Ceco Steel Products Corporation 32-33
Celotex Corporation, The 52
Chain Belt Company 213
Chase Brass and Copper Co. 34
Chevrolet Motor Division 12
Chicopee Mfg. Corp. of America 202
Cincinnati Iron Fence Co., Inc. 241
Clipper Manufacturing Co. 145
Coffman Co., Inc., The R. G. 146
Coleman Co., Inc., The 241
Connor Lumber and Land Company 150
Consolidated Machinery & Supply Co., Ltd. 6
Construction Machinery Co's. 206
Corbin Division, P. & F. 227
Crane Co., H. W. 224
Croft Steel Products, Inc. 220
Crossett Lumber Co. 239
Cuprinol Division 198

D

Darworth Incorporated 198
Delaware Floor Products, Inc. 174
Detroit Lubricator Company 9
Detroit Steel Products Company 3-175-217
DeWalt, Inc. 73
Dodge Corporation, F. W. 188
Dow Chemical Company, The 167

E

Eljer Co. 63-64-65-66
Eveready BrikSaw Co. 210

F

Flintkote Company, The 43
Foley Mfg. Co. 245
Formica 30
Frantz Manufacturing Co. 198

G

Gate City Sash & Door Co. 227
General Controls 242
General Motors Corporation 12
General Tile Corp. 27
Getty & Co., Inc., H. S. 238
Gladding, McBean & Company 27
Goldblatt Tool Co. 190
Grand Haven Stamped Products Co. 240

H

Hager & Sons Hinge Mfg. Co., C. 53
Hall-Mack Company 164
Harnischfeger Corporation 22
Hassall, Inc., John 242
Heatilator, Inc. 186
Holly Manufacturing Co. 245
Hope's Windows, Inc. 243
Hotpoint, Inc. 230-231
Huttig Mfg. Co. 159

I

Ilg Electric Ventilating Co. 152
Infra Insulation, Inc. 51
Inland Steel Products Company 189
Insl-Cotton Division 228
Insulite Division, Minnesota and Ontario Paper Company 187

J

Jaeger Machine Co., The 240
Johns-Manville 151
Johnson Industries, Inc. 155
Just Manufacturing Co. 245

K

Keasbey & Mattison Company 58
Kelvinator Division 74
Kennebec Inc. 235
Keystone Steel & Wire Company 26
Kimball Brothers Company 239
Kimberly-Clark Corporation 28-29
Kitchen Maid Corporation, The 244
Kohler Co. 184
Koven & Bro., Inc., L. O. 235
Kwikset Locks, Inc. 23

L

Laclede Steel Company 240
Libbey-Owens-Ford Glass Company 193
Little Burner Company, H. C. 234
Lone Star Cement Corporation 46
Louisville Cement Company, Incorporated 50
Lucke, Inc., W. B. 232
Lumite Division 202

M

Macklanburg-Duncan Co. 18-19
Majestic Co., The 232
Marsh Wall Products, Inc. 165
Master Metal Strip, Inc. 168
Master Woodworker Mfg. Co. 218
McKinney Manufacturing Company 154
Medusa Portland Cement Company 17
Mesker Brothers 21
Metal Arts Mfg. Co., Inc. 224
Metal Tile Products, Inc. 71
Metal Window Service Co. 194
Milwaukee Strip Service, Inc. 212
Minneapolis-Honeywell 2
Mosaic Tile Co. 27
Mulkey Company, Sam 220
Muller Machinery Co., Inc. 214
Murray Tile Company, Inc. 27

N

Nash-Kelvinator Corporation 74
National Adequate Wiring Bureau 180
National Association of Home Builders 241
National Brass Company 221
National Clay Pipe Manufacturers, Inc. 8
National Electrical Manufacturers Association 54
National Gypsum Company 49
National Lock Company 211
National Manufacturing Company ..... 4th Cover
National Oak Flooring Manufacturers' Association 199
National Tile & Manufacturing Company 27
National Woodwork Manufacturers Assn. 48
Nelson Corporation, The Herman 244
New Castle Products 216

O

Ohio Hydrate & Supply Co., The 242
Okan Tile Company 27
Overhead Door Corporation ..... 3rd Cover
Owens-Illinois Glass Company 42

P

Pacific Clay Products 27
Pacific Mutual Door Company 181
Pacific Tile and Porcelain Co. 27
Paine Company, The 55
Paine Lumber Co., Ltd. 166
Parks Woodworking Machine Co., The 216
Petko Industries, Inc. 23
Pittsburgh Plate Glass Company 36-37-169
Pittsburgh Steel Company 44
Pittsburgh Steel Products Company 44
Pomona Tile Manufacturing Company 27
Ponderosa Pine Woodwork 170
Porter-Cable Machine Co. 39
Portland Cement Association 229
Pratt & Lambert-Inc. 10
Prestile Mfg. Co. 204

R

Raynor Manufacturing Co. 206
Readybuilt Products Co., The 241
Reardon Company, The 153
Red Devil Tools 214
Republic Steel Corporation 233
Reynolds Metals Company 144
Reznor Manufacturing Co. 218
Richards-Wilcox Mfg. Co. 209
Richmond Radiator Company 69
Rilco Laminated Products, Inc. 236
Rittenhouse Co., Inc., The 162
Robertson Manufacturing Company 27
Rockwell Manufacturing Company 215
Roddis Plywood Corporation 203
Rowe Manufacturing Company 143
Ruberoid Co., The 62
Russell Company, The F. C. 223

S

Schlage Lock Company 163
Servicised Products Corp. 218
Singer-Kennedy Corp. 245
Sisalkraft Co., The 213
Skil-saw, Inc. 15
Skinner Company, Lewis 222
Sparta Ceramic Company, The 27
Speed-Wall Inc. 158
Spencer Heater Division 20
Stamping Products and Mfg. Co. 172
Standard Dry Wall Products, Inc. 238
Stanley Electric Tool Div. 178
Stanley Works, The 192
Sta-Rite Products, Inc. 222
Steel Kitchen Cabinet Institute 238
Steel Scaffolding Co., Inc., The 200
Steelcraft Manufacturing Company 183
Sterling Tool Products Co. 236
Stonekote Corp. 194
Strand Garage Door Division 175
Structural Clay Products Institute 70
Summitville Face Brick Company 27
Surface Combustion Corporation 56
Symons Clamp & Mfg. Co. 228

T

Tamblyn System, The 216
Taylor Bedding Mfg. Co. 228
Texas Company, The 225
Texoak Flooring Company 148
Thrush and Company, H. A. 229
Tile Council of America, The 27
Tilt-A-Door Corp. 206
Timken-Detroit Axle Company, The 195
Truscon Steel Company 233

U

Union Aluminum Company 239
United States Gypsum Company 40-41
United States Plywood Corporation 207-219
United States Quarry Tile Company 27
United States Steel Corporation Subsidiary 201
United Steel Fabricators, Inc. 176
Universal Atlas Cement Company 201
Universal Blower Co. 218
Universal-Rundle Corporation 209
Upson Company, The 4
Uvalde Rock Asphalt Co. 206

V

Van-Packer Corporation 232
Vento Steel Products Company, Inc. 162
Vikon Tile Corporation 202
Vimcar Sales Company 243

W

Wallace Manufacturing Co. 149
Wappat, Inc., Fred W. 194
Weatherproof Products Corporation, The 196
Werner Co., Inc., R. D. 59
Western Pine Association 182
Westinghouse Electric Corporation 190-191-234
White Company, David 211
Wickwire Brothers, Inc. 208
Willys-Overland Motors 171
Wood Conversion Company 14
Worthington Pump and Machinery Corporation 13
Wright Manufacturing Co. 72
Wurdack Chemical Company 234

Z

Zonolite Company 244

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NUMBER 900



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